Surname		Centre Number	Candidate Number
Other Names			2

GCE AS/A level

WJEC CBAC

1641/01

APPLIED INFORMATION & COMMUNICATION TECHNOLOGY
UNIT AICT1
eBusiness – Gaining Skills in eBusiness
Paper version of on-screen assessment

A.M. FRIDAY, 23 May 2014

3 hour examination consisting of two parts

For Examiner's use only		
	Maximum Mark	**Mark Awarded**
Total Mark (PART A only)	40	

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

INFORMATION FOR CANDIDATES

Questions in this paper are based on the context of *The South Country Railway Society*.

The examination consists of two parts:

Part A: Knowledge and application of eBusiness (40 marks - 1 hour)

Part B: Tasks to demonstrate practical competence (60 marks - 2 hours)

The context for the examination is set in the Introduction.

A short break is permitted between Parts A and B.

Quality of Written Communication will be assessed in Question 9 of Part A.

INTRODUCTION

The South Country Railway Society was established in 1999 and its offices are in an old railway station. It was set up with the aim of restoring steam trains back to working order. The society, which is a charity, relies on donations from its members and from the public.

To date the society has managed to restore one engine along with six carriages. The society has been offered the opportunity to buy a second steam engine and four more carriages. Until now, it has relied on donations from society members and the public to fund the restoration of the first train. A large sum of money is now needed to buy and restore the second train.

In order to raise money the society is going to offer the public the chance to travel on a steam train and experience fine dining in the restored carriages. Customers will be able to book day trips or shorter evening trips on the steam train that will include a high quality meal.

The society has negotiated a deal with the rail networks that will allow it to run on the main rail routes throughout the country. It now needs to carry out market research to decide on routes, destinations, menus and prices for its trips.

You have been asked to help the society with its work.

"Hello. My name is Edward Evans and I am the chairman of the railway society. I would like you to help us gauge public opinion and investigate the market opportunities for the charity."

1. *(a)* Identify **one** main characteristic of a charity. [1]

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(b) Identify **one** group of stakeholders in the society and describe their interest in its success. [2]

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From:	Janice Adams
To:	Candidate
Date:	Today
Subject:	Marketing

Hello.

I am responsible for marketing the society. I have been asked to investigate competition in the steam train market and have a number of questions I would like you to answer.
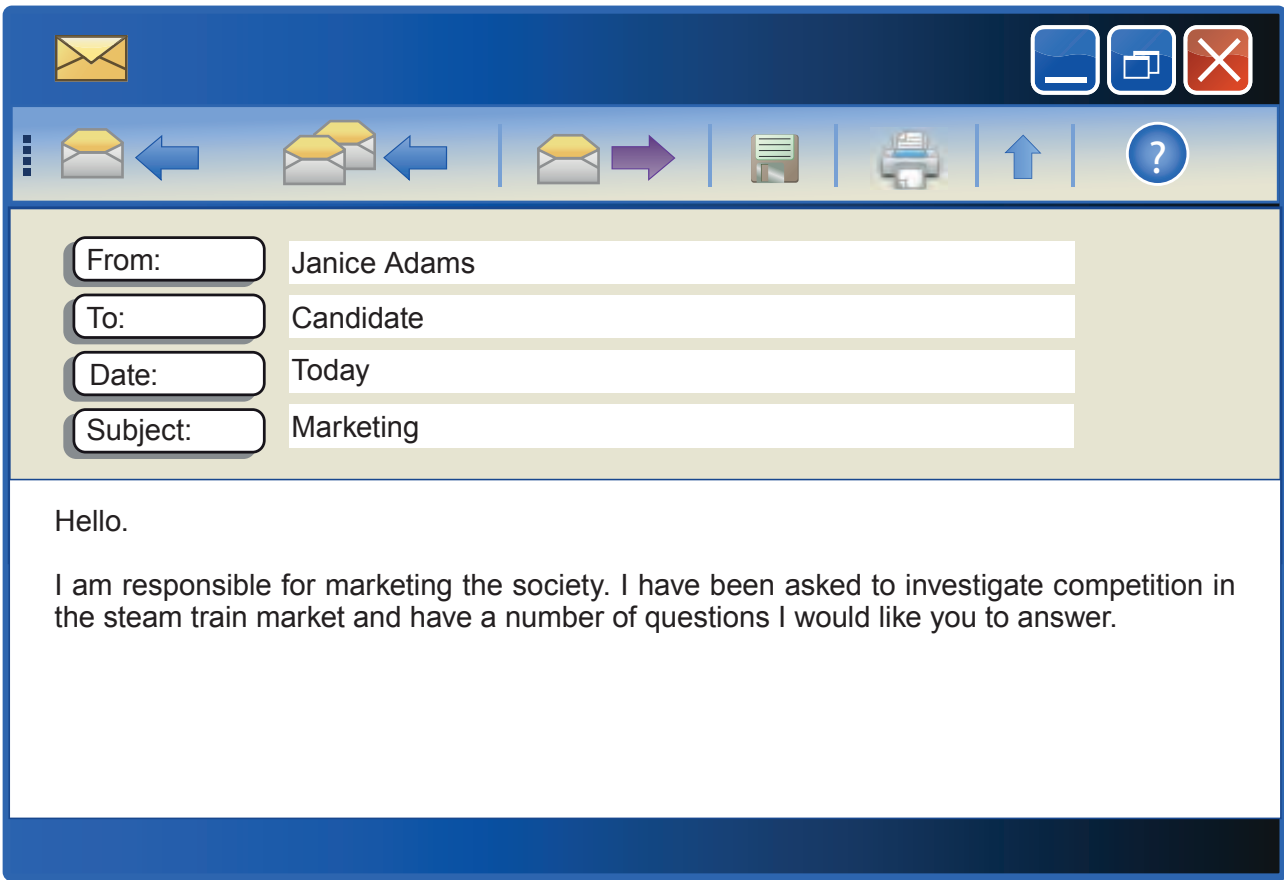
2. Name **two** secondary sources that could be used to gather information on competitors in the steam train market. Describe the information that could be gathered from each source. [4]

Source 1

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Source 2

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From: Janice Adams

To: Candidate

Date: Today

Subject: Word Processing Package

Hello again.

I need to inform the members of the society about the research undertaken. I have decided to use a word processing package to create a report to present my findings. I need the report to be well presented and look professional. I would like some advice about using the package.
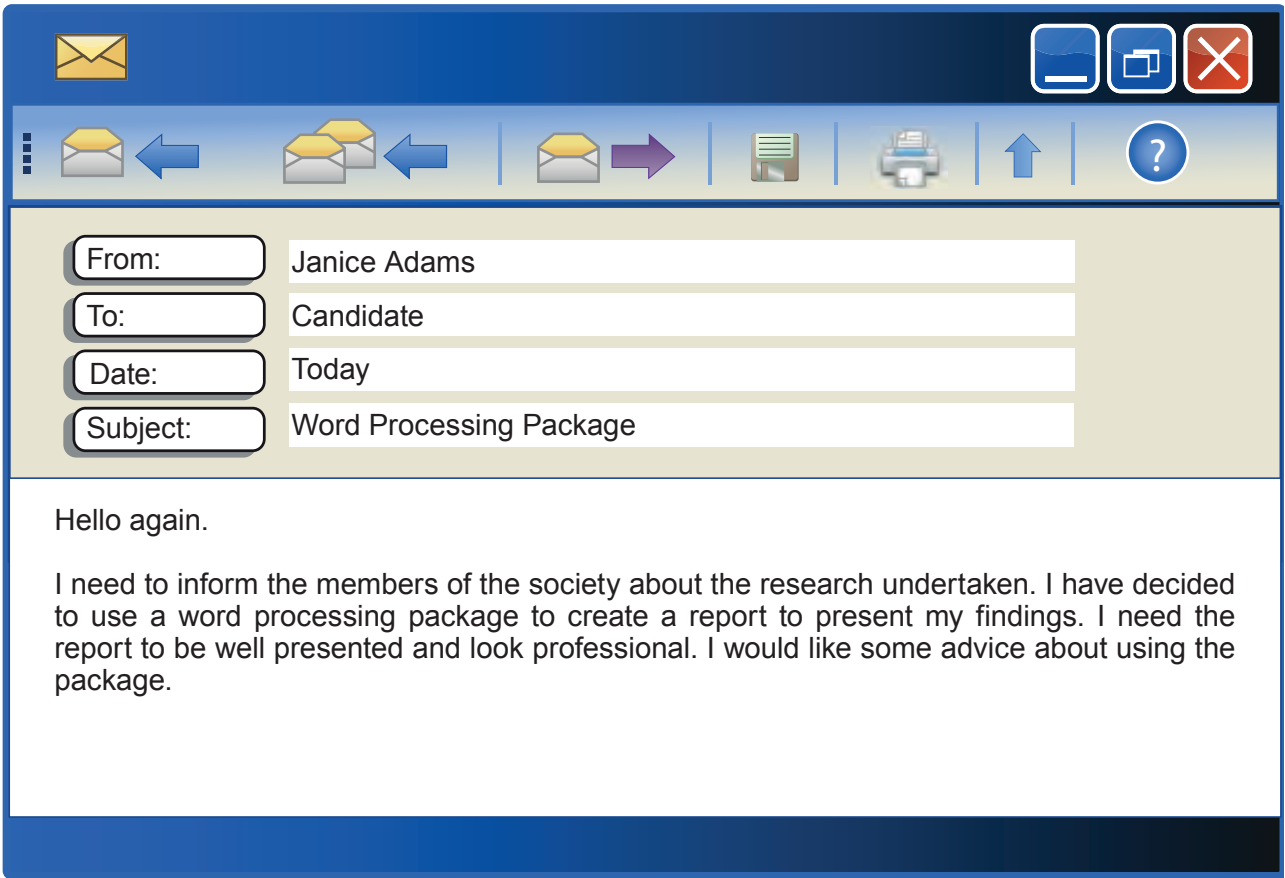
3. Word processing packages allow the user to set different font styles, size and format. Describe how **two** *other* features of a word processing package could be used to improve the presentation of the report. [4]

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"I have read the report thoroughly and think that there will be a good market for the fine dining packages. I would like your advice regarding the best way of promoting these new packages on the Internet."

4. Describe **two** ways in which the society could use the Internet to promote its fine dining packages apart from using its own website. [4]

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From: Edward Evans

To: Candidate

Date: Today

Subject: Project Management Software

Hello.

I think that launching the new fine dining packages will involve a great deal of planning and organisation. I would like to use project management software to plan the work. I would like you to identify the information I will need to use the software effectively.
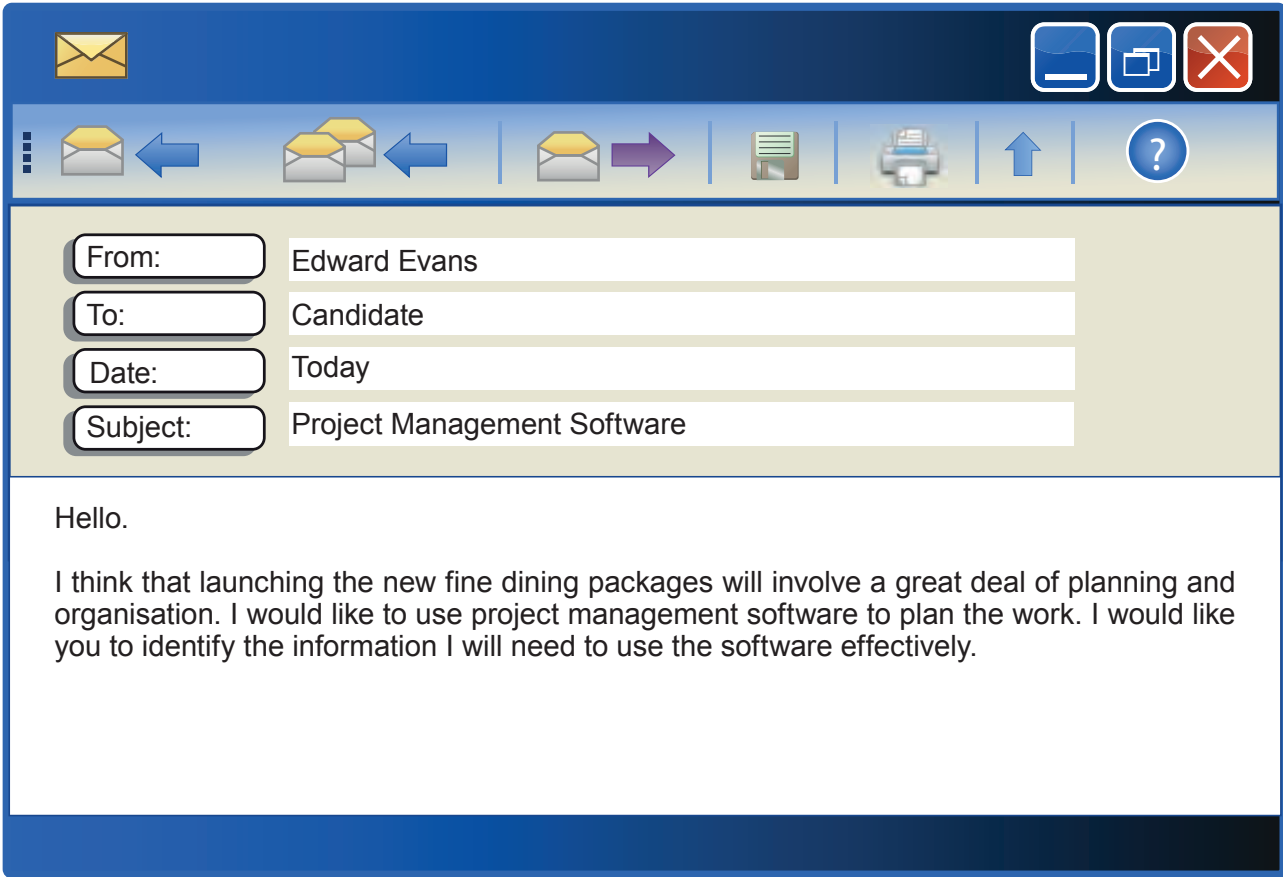
5. The start date and end date of the launch project for the fine dining packages are essential pieces of information. Identify **four** *other* items of information that will be needed to create the project plan. [4]

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From: Ian Jones (Finance Manager)

To: Candidate

Date: Today

Subject: Stock Control

Hello.

Our Chef, Michel, has created the menus for the fine dining packages and has provided me with information about the ingredients needed for each journey. I am concerned about running out of stock and would like to know how a computerised stock control system could help ensure this does not happen.

6. Describe how a computerised stock control system could be used to ensure that all ingredients are in stock. [4]

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"Hello, it's Edward here. The society would like to introduce a new computerised booking system for the fine dining packages. I realise that we would have legal responsibilities regarding the storage and use of personal data. I have a few questions I would like to ask you about our legal responsibilities."
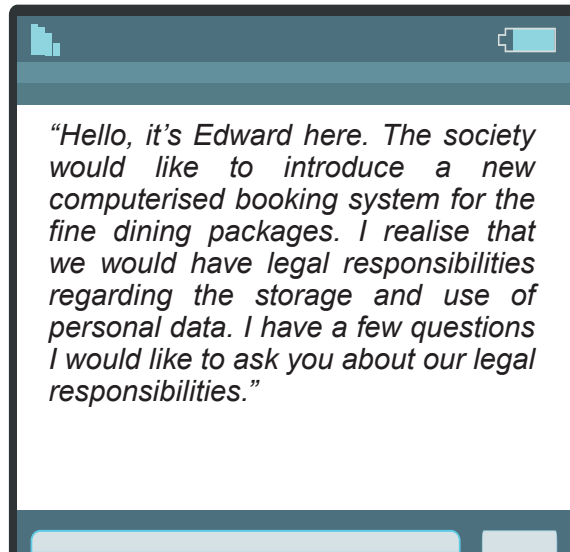
7. *(a)* Name the legislation that governs the storage and use of personal data. [1]

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(b) State **three** principles of the named piece of legislation. [3]

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From: Administration department

To: Candidate

Date: Today

Subject: Personalised tickets

Hello.

We want to be able to produce tickets that include details of both the customer and the package they have purchased. I have a few questions I would like to ask as to how this could be achieved.
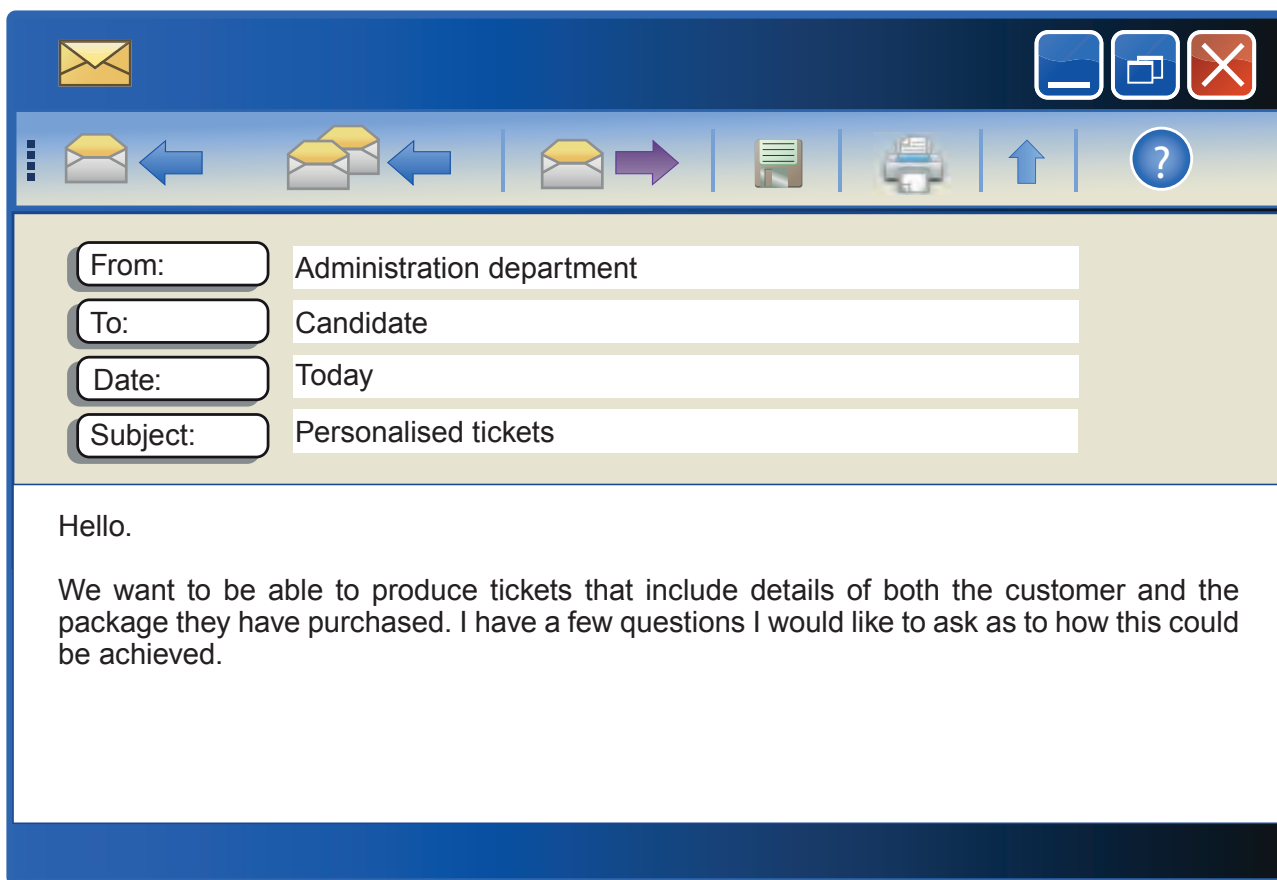
8. *(a)* Explain how to structure and use a database to create tickets that include customer and package details from the database application. [3]

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(b) Data is valuable to an organisation. Describe a method that the society could use to back up its data. [2]

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"Hello. I am very keen that the society makes the best use of new technologies to raise its profile and grow the business to support the renovation of other trains in the future. I would like your advice regarding the opportunities provided by these technologies."

9. Describe how the use of technologies such as mobile communications and the Internet can enhance opportunities for the society. Present a balanced view in terms of the advantages and possible disadvantages. [8]

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END OF PAPER

For continuation only.

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