

Surname	Centre Number	Candidate Number
Other Names		2



GCE AS/A level

1641/01



APPLIED INFORMATION & COMMUNICATION TECHNOLOGY

UNIT AICT1 – PART A

eBusiness – Gaining Skills in eBusiness

Paper version of on-screen assessment

A.M. FRIDAY, 27 May 2016

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.

Write your answers in the spaces provided in this question-and-answer-booklet. If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

Questions in this paper are based on the context of *Parkview Pets' Pals*.

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

"Parkview Pets' Pals" (PPP) is a professional and reliable dog walking service. The business is owned by Louise Jones and has 10 employees most of whom work full-time. All employees must have experience of working with dogs and must not have any criminal convictions.

PPP walk dogs in all weathers and from 7am to 7pm from 30 minutes up to 2 hours. The dog walkers pick the dogs up from their homes, transport them to the walking area, exercise the dogs and take them home again. They walk all breeds of dog, no matter what size or age and the dog walkers must always put the dogs' safety and wellbeing first.

Louise is keen to expand the business and is considering offering pet sitting services. Some of the regular customers have concerns about their dogs going to kennels. They have asked if the business could provide someone to stay in their home while they are on holiday so that their pets are in familiar surroundings.

Louise realises that she will need to employ pet sitters who are completely reliable. The business will have to take and manage bookings for pet sitting work and will need to carry out detailed checks on the pet sitters, creating additional work for the office staff.

Louise has decided to add to her office staff and has employed a new office manager and a bookings clerk.





“Hello, my name is Louise Jones. I am the owner of Parkview Pets’ Pals. I have decided to expand my business to provide pet sitters to stay in my customers’ homes when they are away on holiday or business. The pet sitters will be responsible for caring for the owners’ pets in their absence. I would like your advice on a series of issues that may affect the way we work in the office.”

1. (a) Name the type of organisation that best describes Parkview Pets’ Pals (PPP). [1]

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(b) Identify **one** stakeholder of PPP and describe the relationship between the stakeholder and the business. [2]

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"I realise that the introduction of the new service will mean that we will need to set up reliable computer-based systems to store and manage customer and pet sitter details."

2. (a) Using a relevant example, distinguish between data and information. [2]

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(b) Describe how a relational database could be used to manage customers' pet sitter bookings. [4]

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"I am concerned that PPP will be storing a lot of personal information about our customers and pet sitters. Can you explain to me how we can ensure that the information is stored in accordance to current legislation?"

3. Identify **three** principles of the Data Protection Act and explain how PPP can ensure that it complies with the law. [3]

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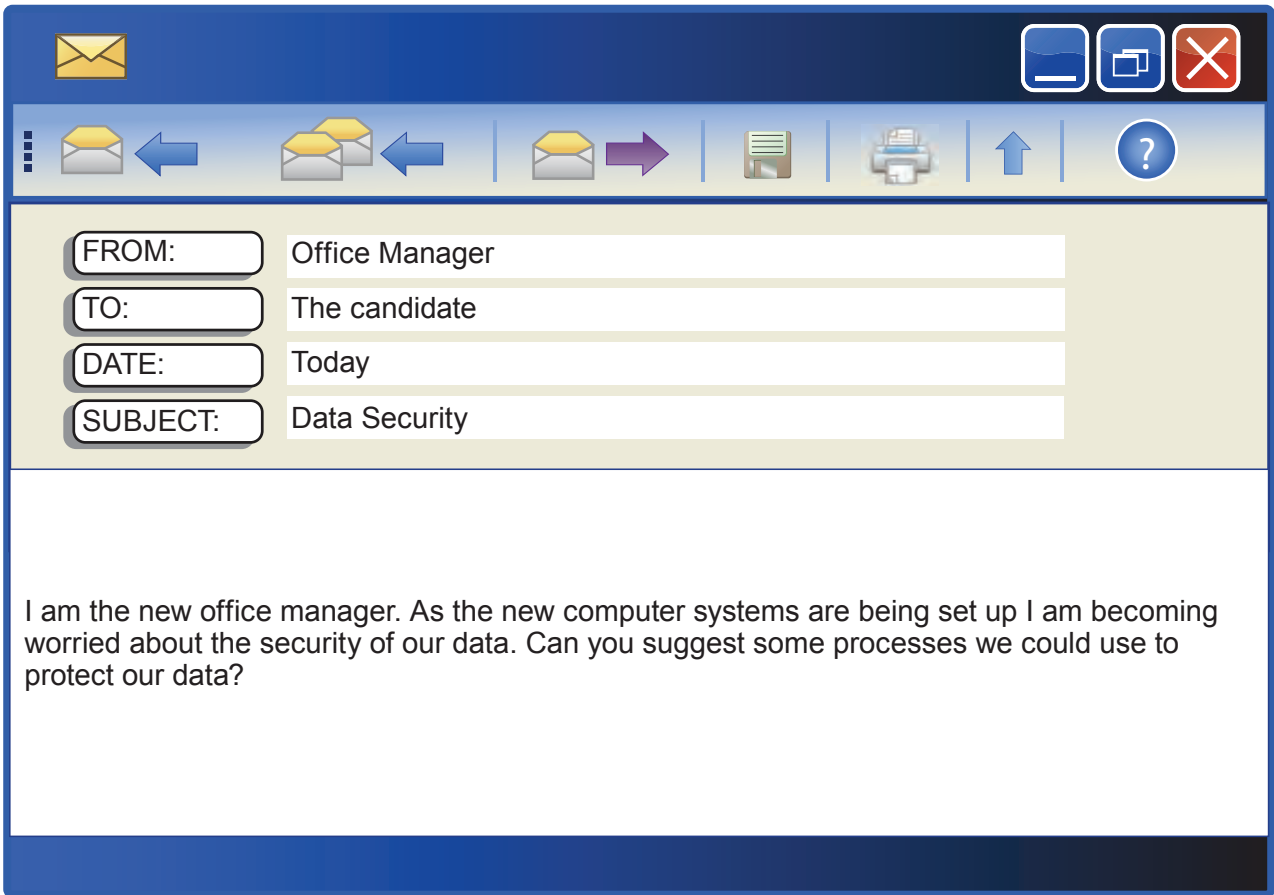
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4. Describe **two** methods that PPP could use to back up the data held within its computer systems. [4]

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5. The booking process is described below: [5]

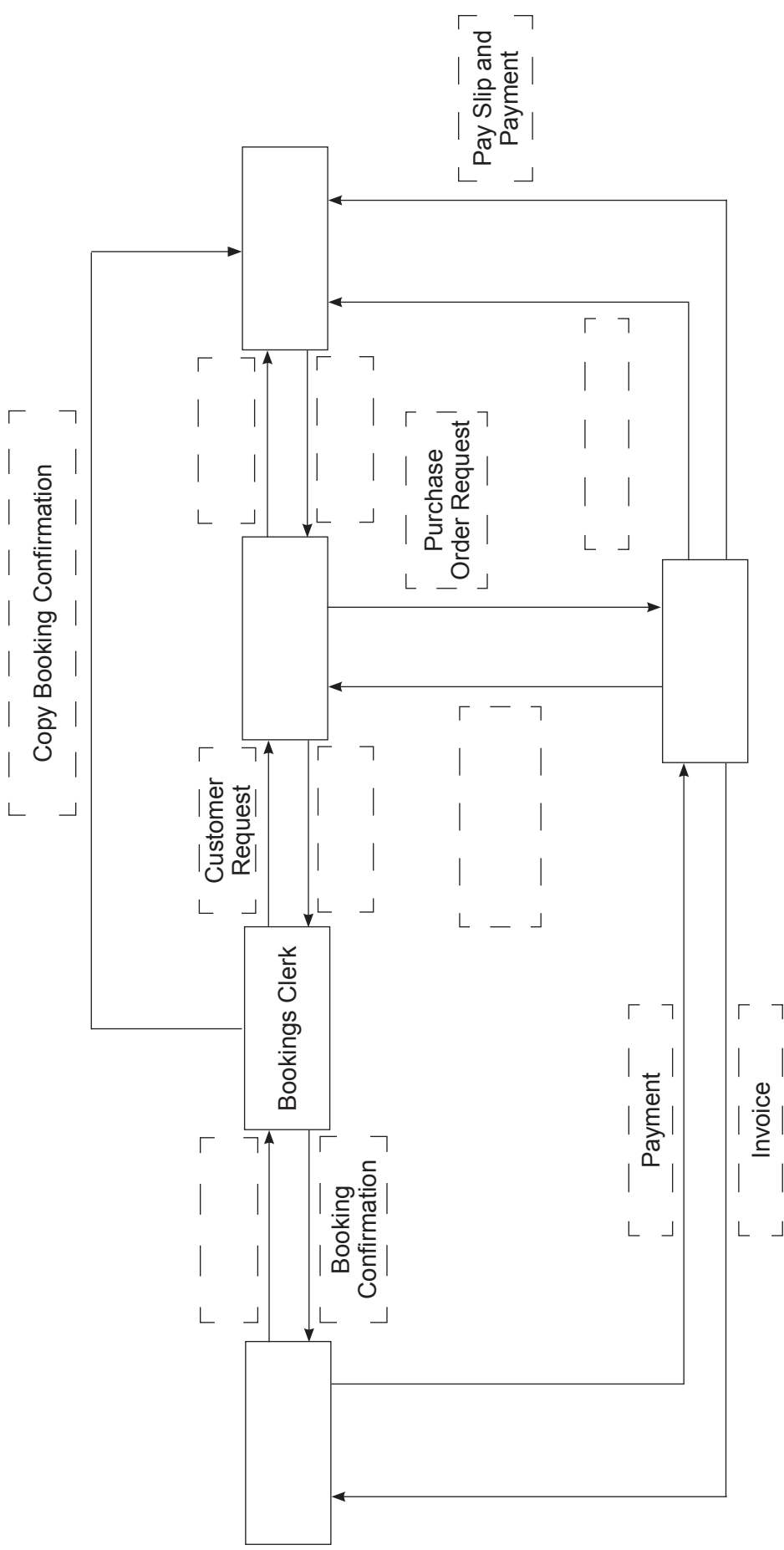
Customers who want to make a booking contact the bookings clerk to request a booking. The bookings clerk passes the customer request to the administration department. The administration department sends a booking request to a pet sitter. If the pet sitter is available for the required time the pet sitter sends a booking agreement form to the administration department. The administration department sends the pet sitter's details to the bookings clerk and a purchase order request to the finance department. The finance department sends a purchase order to the pet sitter and a copy purchase order to the administration department.

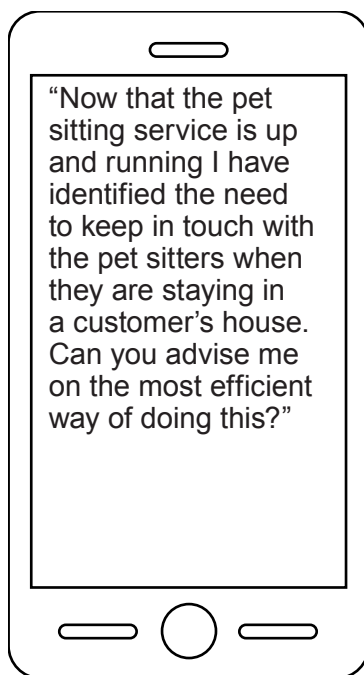
The bookings clerk sends a booking confirmation to the customer and a copy booking confirmation to the pet sitter. The finance department sends an invoice to the customer. The customer sends a payment to the finance department. The finance department sends a payslip and payment to the pet sitter.

Complete the diagram to show the information flows that take place in the booking process.

FROM: Office Manager
TO: The candidate
DATE: Today
SUBJECT: Booking Process

The pet sitting service has now been offered to customers. I want to be able to explain the processes required to make a booking to all members of staff. Can you please prepare me an information flow diagram to illustrate the process?





6. Identify **two** appropriate methods of communication, other than phone calls, that could be used to keep in touch with the pet sitters. Describe the advantages of each method. [4]

Method 1:

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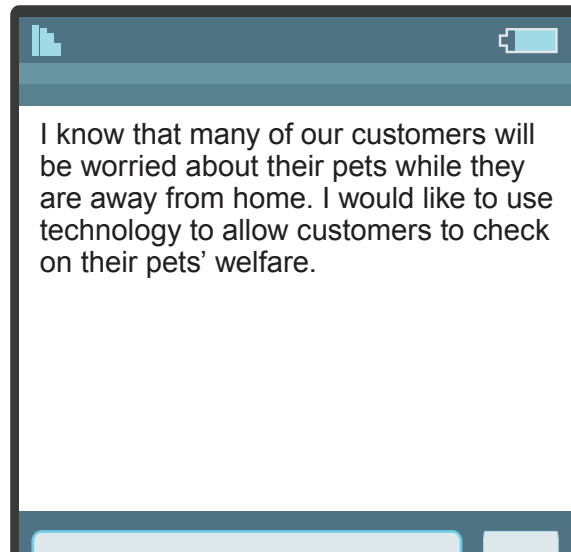
Method 2:

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7. Identify a technology that could be used to allow the customers to communicate with their pets and explain the advantages and disadvantages of the chosen technology. [4]

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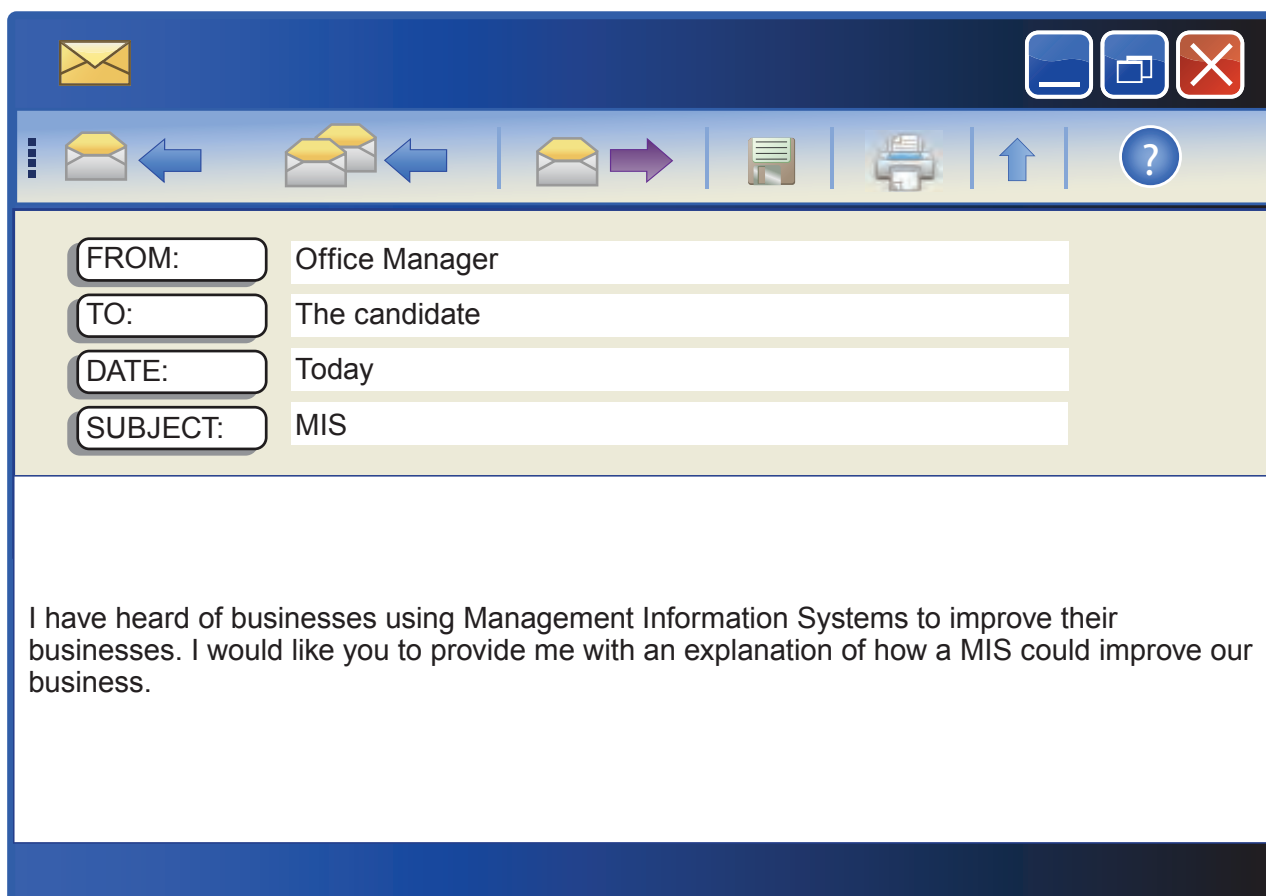
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8. Explain, using relevant examples, how PPP could use a Management Information System (MIS) to help improve the pet sitting business. [4]

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“When we are calculating the cost of pet sitting for a customer we have to take into account many different factors such as travelling expenses, food allowances, number of pets, any other household tasks and times of the year such as bank holidays and school holidays. I would like you to explain how spreadsheet software could help.”

9. Identify appropriate advanced features of a spreadsheet package and explain how they could be used to automate the calculation process. [7]

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