



Rewarding Learning

ADVANCED
General Certificate of Education
2014

Centre Number

71	
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Candidate Number

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Applied Information and Communication Technology

Assessment Unit A2 7

assessing

Unit 7: Investigating Systems

[A6J11]

FRIDAY 23 MAY, MORNING

ML

TIME

2 hours, plus your additional time allowance.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.
Answer **all eleven** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 100.
Quality of written communication will be assessed in **questions 5, 6, 8, 10 and 11**.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.
This paper is accompanied by a Case Study. You must **not** use your own annotated copy of this Case Study.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each part question in allocating the available examination time.

For Examiner's use only			
Question	Marks available	Marks	Remark
1	4		
2	5		
3	6		
4	8		
5	16		
6	6		
7	19		
8	12		
9	12		
10	6		
11	6		
Total	100		

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1 *'Fiona was not very good at the business end of things.'*

Provide **two** examples from the case study that illustrate Fiona's inability to manage the business. Describe one problem likely to arise as a result, for each example.

Example 1 _____

Problem 1 _____

Example 2 _____

Problem 2 _____

[4]

Examiner Only	
Marks	Remark

- 2 Fred is the analyst at FLEXIBLE FUTURES. Fred plans a workshop with Fiona to agree the high level business objectives for the new computerised system at FIONA’S FASHIONS.

He starts to draw a table, identifying areas of the business that are problematic and might benefit from a new computer based system.

Complete the table below that Fred has started.

Business Area	Current Problem	Benefit of New System
Customer Enquiries	Doreen does not always remember to record enquiry details.	
Customer Orders	There is duplication of information in the notebooks. Updates by Fiona and Doreen are inconsistent.	
Customer Accounts	It is difficult to cost items on the itemised receipt and create it quickly in response to a customer request.	
Supplies and Stock	Fiona tries to create supplier orders based on what she thought was used.	
Timesheets and Wages	Staff do not always complete timesheets.	

[5]

Examiner Only	
Marks	Remark

- 3 Fred is considering the use of DSDM in the development process. He wants to compare the characteristics of DSDM with a more traditional approach such as the waterfall model.

Complete the table below for Fred.

Characteristic	Traditional	DSDM
User Requirements	Extra time and money may be required to complete all the requirements.	
Phases	Several sequential phases.	
User Involvement		Requires full involvement of customer throughout process.
Project Management	Project Manager takes position of authority delegating tasks to the team.	
Typical Projects		

[6]

Examiner Only	
Marks	Remark

4 The roles associated with the development and implementation of the project are listed in the table below.

Complete the table below describing **one** characteristic of each role and **one** example of a specific activity a person would perform in this role.

Role	Characteristic	Activity
Project Manager		
Analyst		
Programmer		
Technician		

[8]

Examiner Only	
Marks	Remark

5 Fred is designing a questionnaire to post to customers. He has written some questions to gather information about orders but is considering their suitability.

(a) Complete the table below.

Question	Suitable for the questionnaire? Yes or No	Reason
Q1. Was your wedding dress delivered on time? <input type="radio"/> Yes <input type="radio"/> No		
Q2. Describe your experience as a customer at FIONA'S FASHIONS		
Q3. How does Fiona manage costume hire in the shop? <input type="radio"/> She counts all the items <input type="radio"/> She checks all returns <input type="radio"/> She files delivery dockets		

[6]

(b) Fred will post the questionnaire out to the customers with a stamped addressed envelope. Describe **one** alternative method that Fred could use to administer these questionnaires.

[2]

Examiner Only	
Marks	Remark

(c) Describe **one** advantage and **one** disadvantage of using questionnaires in Fred's investigation.

Advantage _____

Disadvantage _____

[2]

(d) Fred intends to use interviewing as a fact finding technique. Discuss how and why he should use this technique at FIONA'S FASHIONS. Identify the people he should interview and the information he hopes to obtain.

_____ [6]

Examiner Only	
Marks	Remark

7 Complete the paragraph below by selecting the correct words from the selection provided.

alphanumeric-id three level-1 low processes
level-2 entities first dataflows high
alphabetic-id one numeric-id files preceding

(a) When constructing a Data Flow Diagram the context diagram is a _____ level diagram that represents an overall view of a system. It contains _____ process that describes the overall function of the system. It contains all external _____ and all external entities. The context diagram is the _____ diagram in a set of diagrams. The _____ have an alphabetic id. The _____ diagram contains a range of processes which have a _____. The diagram contains all the external dataflows and external entities contained in the context diagram. It also contains the _____ in the system. They have an _____. The _____ diagram develops processes contained in the _____ diagram.

[11]

Examiner Only	
Marks	Remark

(b) Fred plans to construct a Data Flow Diagram to represent the current situation in FIONA’S FASHIONS. Complete the table below by placing a tick (✓) beside each element to show how you would expect to see it represented.

	Entity	Data flow	Process	File	None
customer					
stock records					
itemised bill					
add customer					
customer address details					
technician					
timesheet					
costing					

[8]

Examiner Only	
Marks	Remark

- 8 Fred has developed a basic storyboard for the development of an ‘Order Entry Form’. He wishes to include any suggestions from Fiona and Doreen as these will be incorporated into any new prototype.

Order Entry Form			
Order No	ON0677	Offer Applied	Five Family and Friends
Order Date	02/04/2014	Discount Offered (%)	10
Order Time	09:10		
Customer No	Cust111		
Order Type	Wedding		
Order Description	Sweetheart neckline with beaded bodice, layers of ruffled tulle and lace and adorned with Swarovski crystals.		
Estimations		Appointment	
Estimated Completion Date	13/04/2014	Appt. Date	14/04/2014
Estimated Cost	£200	Appt. Time	15:30
Estimated Cost after Discount	£180	Measurements	Bust 39 Waist 32 Hip 42 Length 60 (inches)

Order no, Order Date and Order Time are automatically entered.

Discount is recorded

Click to go to customer form

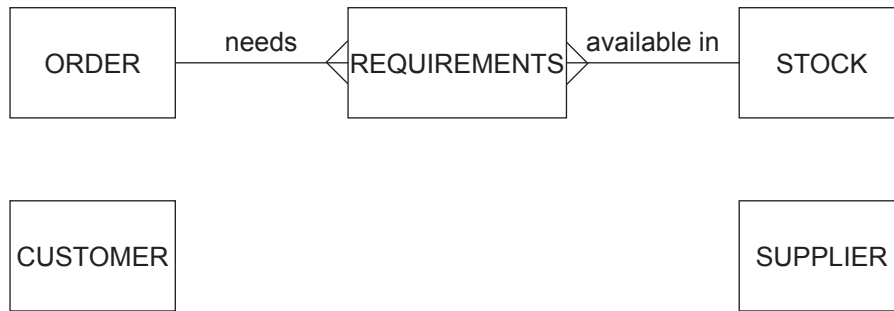
Customer Form

- (a) Name **three** data entry fields for which a drop-down list would be suitable.

[3]

Examiner Only	
Marks	Remark

9 Fred has not finished the database design for the new system.



(a) Complete the database design above by adding in **two** missing relationships. [4]

(b) Complete the data dictionary for the ORDER table below.

Field	Data Type	Example
Order No	Text	ON0677
Order Date	Date/Time	02/04/2014
Order Time	Date/Time	09:10
Customer No	Text	Cust111
Order Type	Text	Wedding
Appt. Date	Date/Time	14/04/2014
Appt. Time	Date/Time	15:30
Estimated Cost		£200
Estimated Completion Date		13/04/2014
Offer Applied		Five Family and Friends
Discount Offered (%)		10

[4]

Examiner Only	
Marks	Remark

(c) Which field in the ORDER table should be used as a primary key?

_____ [1]

(d) Which field in the ORDER table is a foreign key?

_____ [1]

(e) Describe how the ORDER table and REQUIREMENTS table will be linked.

_____ [2]

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**Applied Information and
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**Case Study
Assessment Unit A2 7**

assessing

Unit 7: Investigating Systems

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FRIDAY 23 MAY, MORNING



A6J11CSI

FIONA'S FASHIONS

Fiona Fulton opened her business **Fiona's Fashions** in September 2006. Fiona had an exceptional talent for dressmaking and for many years worked from her own work room at home. She did alterations, made all sorts of costumes and outfits, wedding dresses, bridesmaid dresses and a range of household items including curtains and soft furnishings. She had a great way of understanding exactly what a customer wanted and went to extraordinary lengths to deliver quality products. Fiona had no need to advertise for business as her reputation made her very well-known and people came from everywhere to get work done.

Fiona loved her work. In fact she really did not look upon it as work. She rarely turned anyone away and often did not charge people at all. She frequently took on much more work than she could realistically handle. The truth of the matter was that Fiona was not very good at the business end of things.

Fiona made the decision to move into proper premises as a result of advice from her husband Frank. Frank owned and managed a garage and had a real flair for business. Their daughter, Frances, also saw great opportunities for development and persuaded her mother to listen. Frank and Frances both knew that Fiona was working too hard for the amount of profit that was being made. They realised that Fiona needed help to cope with the sheer volume of work that was coming in. They also realised that there were many strands to the business that were growing and developing.

Because of the sheer diversity of her work, Fiona could not keep on top of all of the issues that arose. For example, Fiona had an excellent stock of fancy dress costumes that were available for hire. People were always on the phone looking for particular items. However no one really knew every item that was available or what sizes there were. Fiona had to look right through the stock every time there was an enquiry. Indeed no one really checked on the items that were hired out and sometimes items were not returned at all. The charging system was supposed to relate to the number of days a costume was hired for but this system was seldom implemented properly.

The wedding aspect of the business was also a real growth area with enormous potential. Frances could see that properly managed, this could be an incredible success. Currently it was quite pressured.

The household requests were steady but tended to be time-consuming as Fiona insisted on going to a customer's house to take measurements herself. Although absolutely right about this, it was impossible for Fiona to do everything and inevitably, things got behind.

Alterations were a major part of the business but customers sometimes came to collect items and they were not ready because Fiona had overlooked them.

Frank had watched Fiona's situation for a while before putting together a business plan. As a first step he got her to agree to have three other people work with her at home. Fiona only allowed this because she was getting to the stage where she was having great difficulty in getting everything done. The design work on costumes and dresses was very time-consuming and sometimes took much longer than she had anticipated. Fiona did not want to let people down but the alterations began to get further and further down the list of things to do. She agreed that her three co-workers could definitely handle the alterations as well as some carefully directed work on the costumes.

Wedding orders she insisted on doing herself as she considered the event to be so important that no one else could be trusted to do the work.

Fiona was more than a little haphazard when recording anything. The problem was that when the business was small, she remembered most things and barely wrote anything down. While this might have been alright in the beginning, it was not long before it became a real problem. Some customers were not getting work done on time because dates were not noted, wrong alterations were being made because requirements were not written down accurately and in one dreadful event, a wedding dress had to be remade altogether because the wrong measurements had been applied. A great deal of time was being spent with customers who had genuine grievances. Fiona acknowledged these problems and again on Frank's advice began a system of notebooks, one for each area of the business.

Unfortunately, her ability to remember to write things into the notebooks was just as bad as her ability to remember them at all. At best the details recorded in the notebooks were basic.

She had hard-backed notebooks for 'Alterations', 'Fancy Dress', 'Household' and 'Weddings' as well as an additional notebook that she called 'Miscellaneous' and a notebook called 'Telephone'. The books were all ruled out in columns that were headed, 'Date', 'Customer Name', 'Address', 'Telephone Number', 'Requirements' and 'Completion Date'.

Sometimes people rang Fiona to enquire about getting work done, the cost, the timescale or to see if something was ready. Frank explained to Fiona that if these enquiries were recorded then anyone could answer the phone and a response could be made when the proper information was gathered if it was not readily available.

The decision to move to new premises was based on the fact that the business had really taken off. Fiona had far more work than she could manage and was in a position to employ her daughter Frances as the shop manager, as well as a secretary, Doreen Greer and a total of ten employees and a part time cleaner. She also started delivering costumes and wedding items using a driver, David Magee, whom Frank recommended. Frank also gave her the use of a specially adapted van.

As manager, Frances considered that it should now be possible to maintain the notebook system properly. Frances thought that she would be able to allocate work to the employees in a more efficient manner. She hoped that she would be able to concentrate her efforts on managing the accounts and stock issues that were currently problematic as well as implementing new plans that she had in mind for the business.

Frances required all employees to complete a signed weekly time sheet that identified the hours worked and the nature of the work completed. She thought that as well as providing payroll information, that this might also provide a useful cross-check for work done. However all of the staff including the cleaner and David found this a complete waste of time. It was always half completed in a hurry and although it was filed away, Frances did not always use it in the way it was intended.

In terms of accounting, customers sometimes paid by cash when items were collected. They should have been presented with a pre-prepared itemised bill and issued with a receipt. However because Frances and Doreen were so busy, this sometimes had to be done when a customer arrived. This was a real nuisance for customers who were often in quite a hurry.

For bigger orders, such as costume hire, weddings and household items, Fiona created invoices and sent copies out to customers. If payment was not received within two weeks, a reminder was issued. If another two weeks or more elapsed, then a final reminder was issued. Customer payments came in the form of card payments, sometimes cash and on the odd occasion, cheques. Frances intended to phase out the use of cheques in keeping with a lot of other businesses.

When payments were made receipts were supposed to be issued. In principle, this should have been a good system but in practice it was cumbersome and often inaccurate as a result of the original poorly recorded details and poor pricing.

Costing work was very difficult and Frances was very concerned that the business would lose money if something was not done about it.

Doreen was supposed to record all enquiries and provide all responses. She was also required to record details for all of the other books as well. Unfortunately this was not as easy as Frances had thought at first. Doreen had no real knowledge of how long it took to do things and sometimes totally underestimated the time involved and recorded unrealistic completion dates. If the phone was busy she would make brief notes and try to enter the details in the correct notebook later. Unfortunately, this did not always happen. Both Doreen and Frances found themselves recording details of long standing customers over and over again as each entry was regarded as something completely new. They both acknowledged the unnecessary duplication of information.

In addition, Fiona frequently changed entries in the books herself without telling Doreen and this was a source of great annoyance. Fiona also insisted on entering the wedding information herself. As before, the details she provided were minimal and on some occasions inaccurate.

With the increase in customer orders, stock was becoming an issue as well. There was no real system for reordering. Fiona had been so used to estimating requirements for herself that she thought this would still work. Frances tried to make a list of stock items and compile a list of suppliers. She tried to create supplier orders based on what she thought was being used by the staff. This was always done at the last minute and an additional problem for customers was that they might have to wait because the right zips or thread, buttons, material or whatever else was not available.

The control of the costume hire was clearly a major issue. There was no inventory of the stock and no real control over the return of items. Every time Fiona had a good idea for a costume, she might make a new item or adjust something that had not quite worked out for a customer and add it to the rails. She did not see anything wrong with this since as far as she was concerned she was merely increasing availability for hire customers.

When hire orders were taken and the delivery date was due, Doreen would issue David with customer address details and a brief description of the content of the delivery. He had to get customers to sign for the items delivered and then return the signed delivery dockets to Doreen who filed them away. When the items were returned, the dockets should have been marked off but again this was not a very efficient system and there was often confusion about returns, payments and whether or not the stock item had been returned or even existed in the first place. Customers should have been invoiced by Frances based on the records maintained.

Frances also had great ideas for developing the business, employing more staff and perhaps opening a separate costume hire outlet and a dedicated wedding boutique. She felt that since Fiona was so totally committed to this aspect of the business that she would really enjoy just doing this sort of work. This would clearly relieve some of the other issues that were arising. Frances also realised the potential for using the internet, in particular for the costume hire and wedding aspects of the business.

She also wanted to introduce some special services for customers including:

- **Fix It at Five**

This offer would be available every day to the first five customers to arrive at 5pm. They did not have to ring or wait. Repairs and simple alterations that could be done within an hour would be accommodated. Normal prices would be applied. This service was very attractive to busy people who could call on their way home from work and get something done very quickly.

- **Fix It Friday**

This offer would be available on the last Friday of every month and customers would get a percentage discount on the total price depending on what time they arrived. For example a customer arriving before midday would only pay 50% of the cost. A customer arriving between 12 and 3pm would pay 70% of the total cost and a customer arriving between 3pm and 5pm would pay 90% of the total cost.

- **Five Family and Friends**

This offer would be extended to five people from a bride's family or her friends who wished to have specially designed outfits for her wedding. Discounts of up to 30% would be made depending on the order placed.

Frances was becoming increasingly alarmed at the growing problems in the business. She was disappointed at the fact that all of the good ideas and development work were being overshadowed by these issues. She found herself constantly fixing things. She realised that she herself had difficulty in prioritising procedures and recognised that she might need some help.

Frances decided that Fiona's Fashions needed some sort of a computer system and professional help. She sat down with Fiona and Frank and between them they agreed to employ the services of the computer consultants Flexible Futures.

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