

Surname	Centre Number	Candidate Number
Other Names		2



## GCE AS/A level

1641/01

### APPLIED INFORMATION & COMMUNICATION TECHNOLOGY UNIT AICT1

**eBusiness – Gaining Skills in eBusiness**  
**Paper version of on-screen assessment**

A.M. FRIDAY, 17 January 2014

3 hour examination consisting of two parts

For Examiner's use only		
	Maximum Mark	Mark Awarded
<b>Total (PART A only)</b>	<b>40</b>	

1641  
010001

#### 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 *Chwarae Teg*.

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



Jeremy and Gina currently own and run JG Jewellery, a high street retail business with three outlets. *Chwarae Teg (Fair Play)* is their idea for a new venture that will specialise in the distribution of Fair Trade jewellery and accessories.

*Chwarae Teg* products are to be sourced from craftspeople living in small communities in Africa. The prices will be set to provide living wages and healthy working conditions, all with the intention of supporting sustainable craft-based businesses.



Initially Jeremy and Gina plan to use their existing shops to market the new products, but in the longer term they envisage an Internet based business trading via a website. They believe that, in addition to transactions, the new website should be used to inform customers about the products and the people that make them.

Gina will make regular visits to Africa to look for new ranges and designs of jewellery. She will collect materials to illustrate the life styles and working conditions of the craftspeople. The website will provide the opportunity for the customers to 'get to know' their designers and producers.



Jeremy and Gina have planned a launch event for the new venture and have invited many prospective customers.

You have been asked to assist Jeremy and Gina in their work.



*“Hello. We are about to embark on a business venture, Chwarae Teg, and, for this to be a success, we need all our stakeholders to commit to the ideas behind Fair Trade. One of the first things we need to do is to raise awareness of the products. I have a number of questions which I’d like to ask you.”*

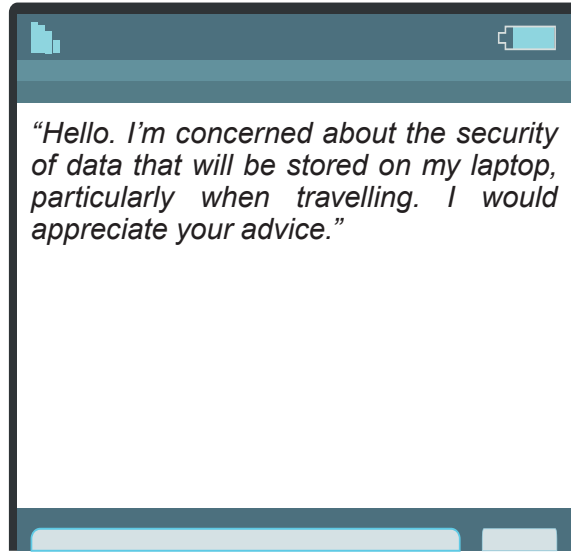
1. For the new venture to succeed everyone will have to be committed to the ideas behind Fair Trade and *Chwarae Teg* will need to raise awareness of the products. It will be important for there to be good communication between the stakeholders.

(a) Name **one** stakeholder of *Chwarae Teg*. [1]

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(b) Identify **two** features of email that could help *Chwarae Teg* promote the jewellery to its existing customers. [2]

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- 2. Gina will spend a lot of time travelling and will not always have access to the Internet. She is concerned about the security of the company’s data that she will need to store on her laptop.

Identify **two** methods that could secure the data held on a laptop and explain their effects. [4]

Method 1:

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Method 2:

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*“Hello again. We have employed an accountant to set up our finance department. We’ve asked him to use a spreadsheet application to create a business plan and need some technical assistance.”*

3. Describe **two** features of a standard spreadsheet package, other than formatting, that could be used to present financial information. [4]

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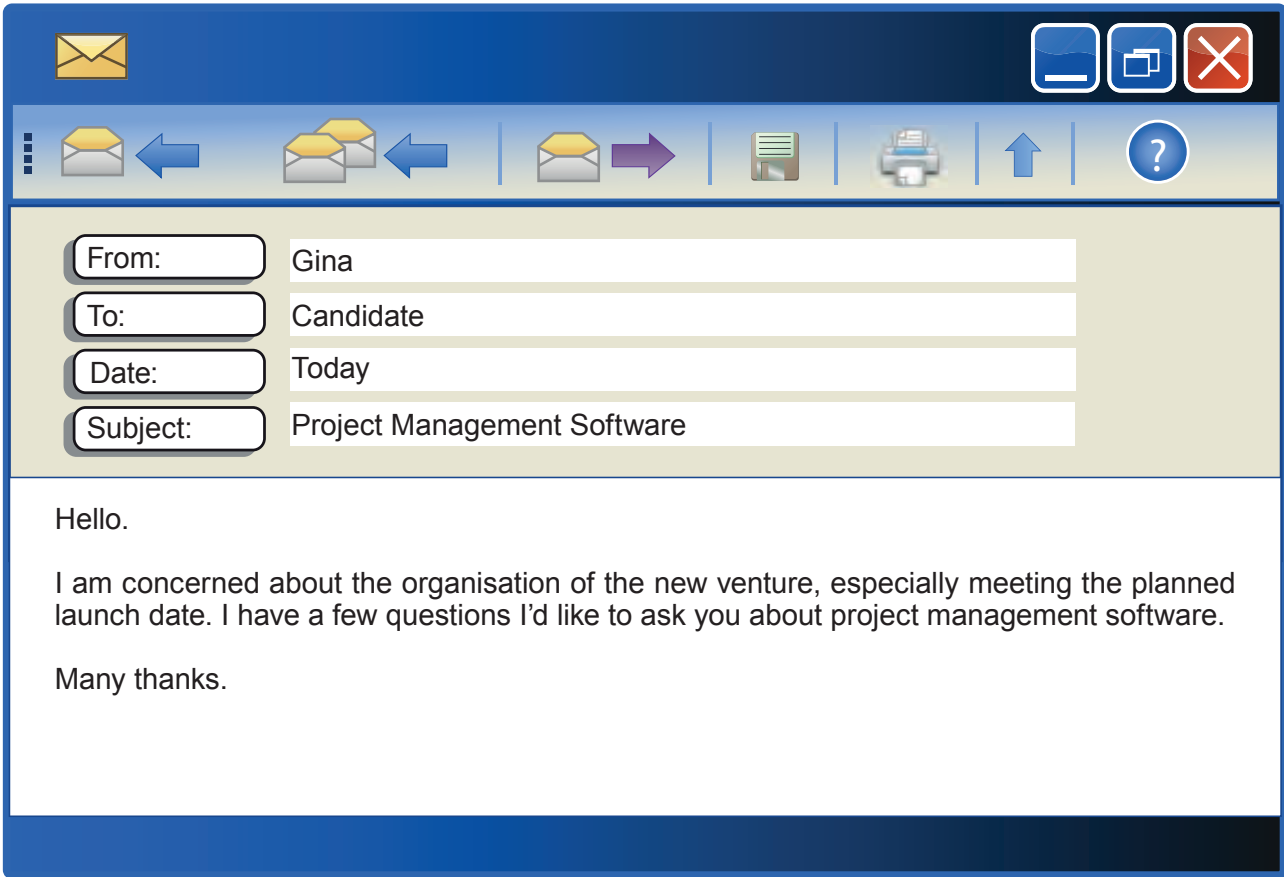
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4. Describe **two** features of project management software that would help *Chwarae Teg* to meet its deadline. [4]

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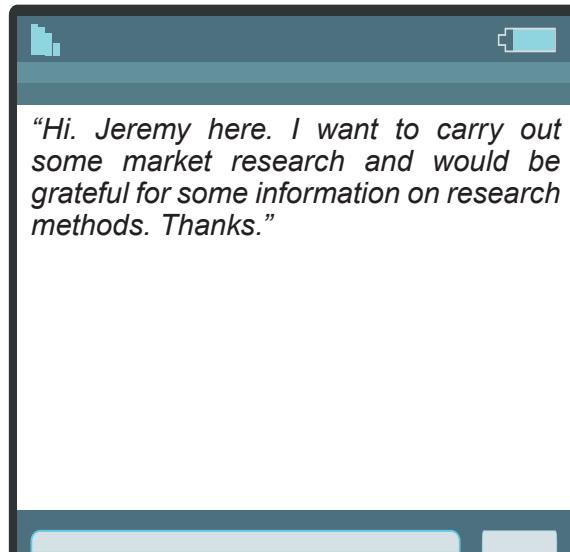
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5. Jeremy wants to carry out market research to discover which products would be most popular with existing and new customers.

(a) Name **one** method Jeremy could use to carry out primary research. [1]

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(b) Describe **two** secondary sources Jeremy could use to gather more information to help him make his decisions. [4]

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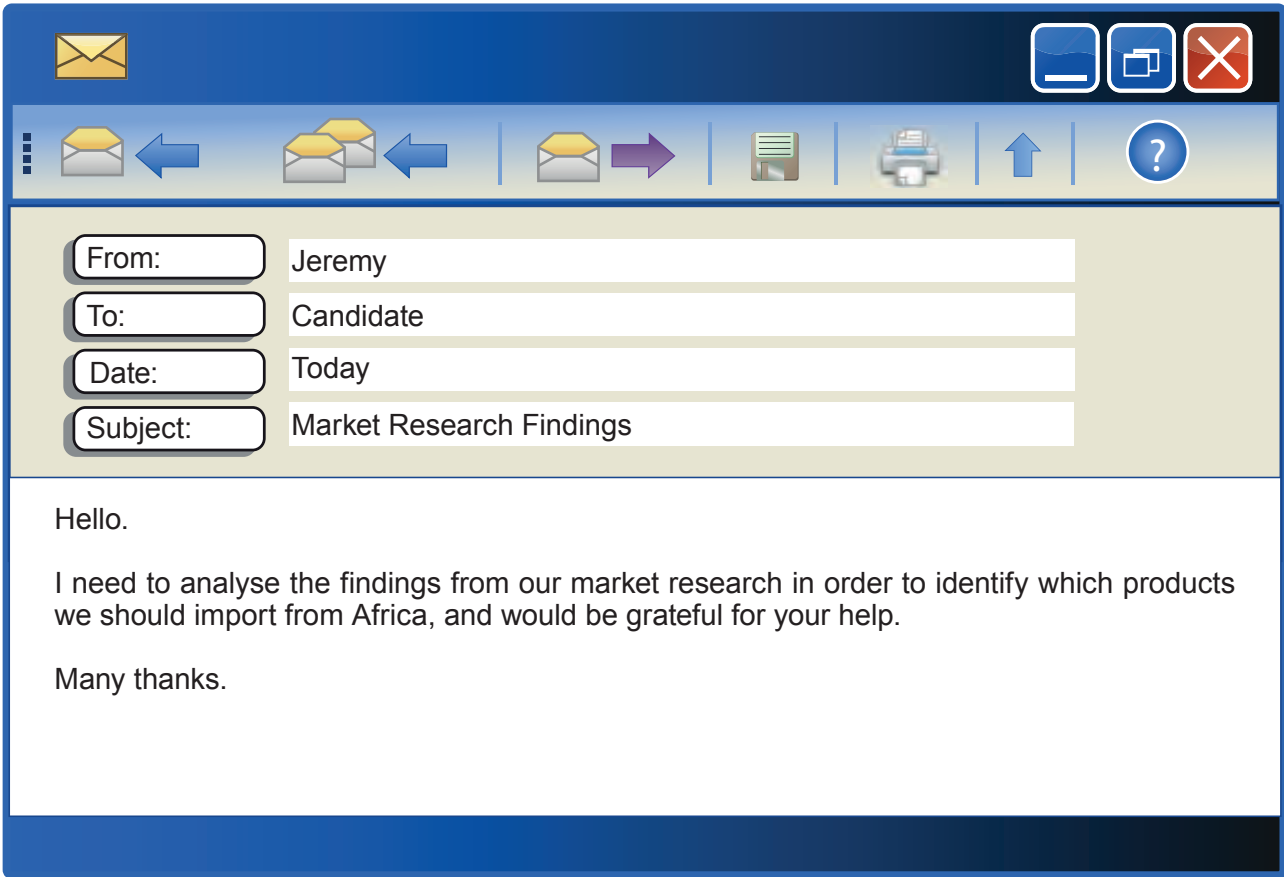
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6. Explain the difference between data and information.

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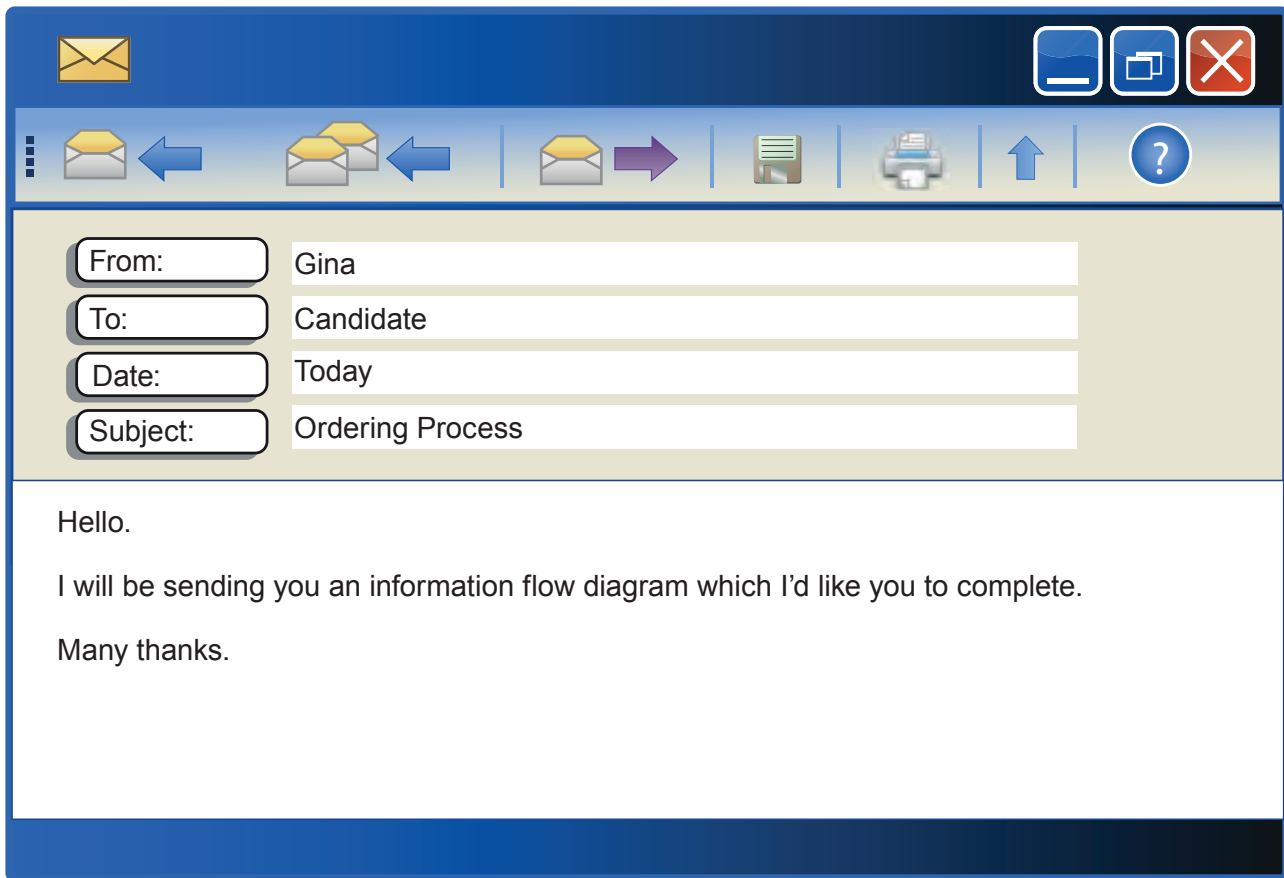
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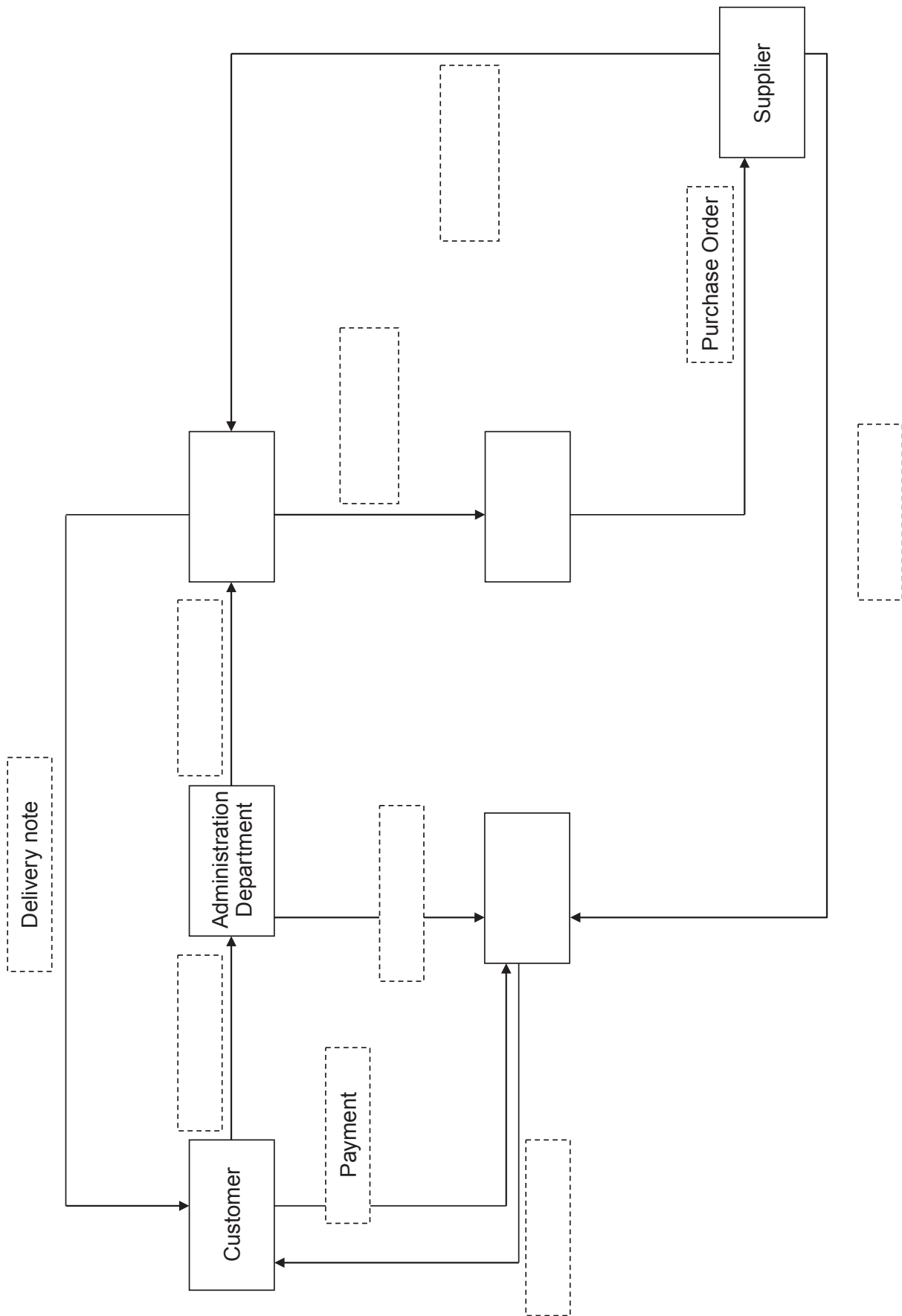
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7. Gina has been working with an IT company to create a website for the *Chwarae Teg* project. Customers will be able to order the craftspeople's products over the Internet. Gina has set up a process that will be followed when an order is received.

When a customer decides to buy an item from the website they enter their personal details and the details of the product they wish to buy. They then click a button to place their order. When an order is placed on the website the order is passed to the administration department. The administration department passes the order to the warehouse and sends a copy of the order to the finance department. If the item is in stock the warehouse sends the item and a delivery note to the customer and the finance department sends an invoice to the customer. If the item is out of stock the warehouse sends a purchase order request to the purchasing department which sends a purchase order to the supplier who imports the items from Africa. The supplier sends the stock plus a delivery note to the warehouse and an invoice to the finance department.

Complete the diagram to show the information flows that take place in the ordering process. [5]





*“We will need to hold customers’ personal details on our computer systems. I am very concerned about the risks of storing this data and have a few questions about the legal aspects involved.”*

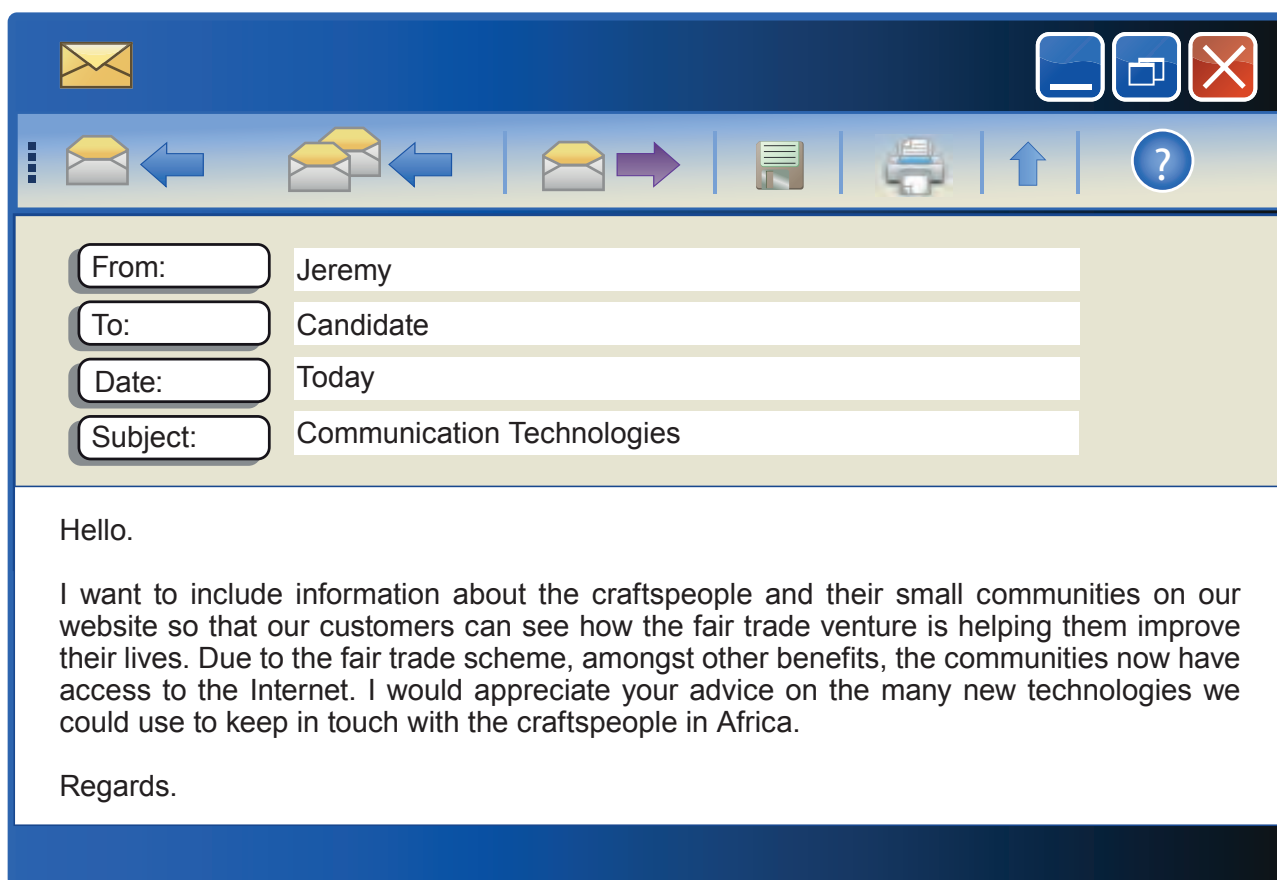
8. Gina is concerned about the risks of holding personal details of customers on their computer system.

(a) Name the legislation that aims to prevent malicious damage to data. [1]

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(b) Describe, using **two** examples, what is meant by malicious damage. [4]

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9. There are many new technologies that Jeremy and Gina could use to keep in touch with the craftspeople in Africa.

Identify the technologies that could be used and explain why **each** would be appropriate for keeping in touch. [8]

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