

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



General Certificate of Education  
Advanced Level Examination  
June 2010

# Information and Communication Technology **INFO3**

## Unit 3 The Use of ICT in the Digital World

Monday 14 June 2010 1.30 pm to 3.30 pm

**For this paper you must have:**

- a clean copy of the Candidate Booklet (enclosed for you to use when answering questions in Section A).

**Time allowed**

- 2 hours

**Instructions**

- Use black ink or black ball-point pen. Use pencil only for drawing.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

**Information**

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 100.
- Question 7 should be answered in continuous prose.  
In this question you will be marked on your ability to:
  - use good English
  - organise information clearly
  - use specialist vocabulary where appropriate.
- You will **not** gain credit for the use of brand names in your answers.



JUN10INFO301













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ANSWER IN THE SPACES PROVIDED**

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**Section B**

Answer **all** questions in the spaces provided.

**5** A national supermarket chain employs staff at strategic, tactical and operational levels. Examples of tasks that staff at the different levels undertake might include:

- Strategic - determining the location of a new store
- Tactical - managing changes in customer demand for bakery products
- Operational - restocking shelves.

**5 (a)** Complete the table below by identifying the key characteristics of information required for strategic, tactical and operational tasks.

	<b>Level of detail in the information required</b>	<b>Time-span of decision making</b>	<b>Purpose for which information is required</b>
<b>Strategic</b>			
<b>Tactical</b>			
<b>Operational</b>			

(9 marks)



**5 (b)** Name and justify an appropriate training method for each of the following. The training method must be different in each case.

**5 (b) (i)** Strategic staff

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.....  
.....  
.....

(2 marks)

**5 (b) (ii)** Tactical staff

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.....  
.....  
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(2 marks)

**5 (b) (iii)** Operational staff

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(2 marks)

<b>15</b>

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**7** Discuss how developments in the technologies used in entertainment and social interaction are now influencing the way in which organisations are run.

In this question you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

(20 marks)

*This space is available for planning your answer, if you wish to use it.*

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