



General Certificate of Education  
Advanced Level Examination  
June 2012

# **Information and Communication Technology** **INFO3/PM**

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

Candidate Booklet for the June 2012 examination

<b>To be given to candidates on or after 15 March 2012</b>
--

**There is no pre-release material printed on this page**

---

### Information and Guidance

- 1 On receipt of this booklet, you are advised to check carefully that it is complete and that no pages are missing or illegible. There should be 12 pages. If there are any problems you should consult your teacher.
- 2 The material contained in this booklet is provided for you to use in preparing for Section A of the INFO3 examination.
- 3 Prior to the examination, your teacher may give you assistance and advice to help you understand the content of this material.
- 4 You should use the time between receiving this material and the examination to familiarise yourself with its contents.
- 5 You are allowed to make comments or annotations on this copy of the material but you are **not** allowed to take this copy, or any other materials, into the examination.
- 6 A clean copy of this booklet will be provided in the examination with the INFO3 question paper and therefore there is no benefit from learning the contents by rote.
- 7 The INFO3 examination is on **Tuesday 12 June 2012** (afternoon session).

Turn over ►

---

## Scarlet Price in “FAST TRACKERS” TV REALITY SHOW

### Background - Scarlet Price

Scarlet Price, known in the City and by everyone as “SP”, is a well respected and wealthy self-made property developer. SP has donated several million pounds to a charitable foundation with a mission to create and operate a large youth community centre in her home town. A derelict warehouse has been purchased for the purpose.

### The competition

SP wants to recruit the very best graduates to assist with the project and is looking for three teams: interior designers; business administrators; and ICT professionals. The recruitment process will take place using a TV reality show called “Fast Trackers”, where competing teams are given specific tasks and are then set against each other. Those in the winning team will work on the project. Once the project is complete, they will be placed on SP’s Fast Track graduate scheme, hence the title of the show.

The interior designers and business administrators have already been recruited and selection of the ICT team is about to begin. SP has brought the two competing ICT teams, “Hope” and “Endurance”, to the derelict warehouse and is about to describe the task.

### SP explains her vision

*“Well, this is it! I’ve known this place since I was a small girl. My dad and grandad both worked here and I met my husband at the chip shop on the corner. When I was a teenager, I delivered papers along those side streets. This place has so many memories.*

*But if I were a kid here today, I’d struggle to find something to do and somewhere to go.*

*That’s all going to change. Two of my teams have started work already, and this is what we’ll be doing: there’ll be a number of function rooms, including a multi-purpose hall on the ground floor for dances, concerts, boxing competitions and exhibitions. On the second floor there’ll be a gym, a couple of squash courts, a café/canteen and a number of meeting rooms. The upper floors – about 70 rooms – will be turned into accommodation for staff and guests.*

*All this will be used by visiting youth organisations for annual conferences and the like. It’s going to be big – and I mean BIG!*

*You’re probably thinking to yourselves, ‘Where do I fit in?’ Well, one of you two teams will be responsible for the ICT.”*

**Scarlet explains the task**

*“I’ll sort out the building and facilities. Leave all that to me and my teams.*

*But someone needs to put together some ICT systems to get the most from the project - and that’s where you fit in. I want lots of ideas about the ICT that could be used to help us succeed. As you know, success is everything to me. I want hype. More than that, I want some ICT-based hype. You’re all ICT graduates and I’m told you’re the cream. I have great expectations so don’t let me down. Whatever you do, don’t give me an insecure ICT facility where data can be lost.*

*So how can we use ICT? It would be useful if we could track and record every business contact or trader - or even every customer. So speak to the business administration team that I’ve put in place; they’ll be your users for this task. Talk to anyone who may be able to help. I’ve found that, in life and in business, communication is the key to success.*

*Now, off to your hotels. In two days’ time we’ll be meeting in my offices and you’re going to present me with some ICT ideas for this youth facility.*

*I don’t want any fancy or animated presentations - just three slides with bullet points that you can talk around.*

*The first slide will be about how you’ve approached the task, the second will describe your proposed ideas for incorporating ICT and the third will outline how you see the ICT service being provided.*

*And then, with my team of experts, I’ll listen to your presentations. As you know, **one** of the teams will be fast-tracked.*

*Now get on with it!”*

---

## SLIDES AND SPEAKER NOTES FROM TEAM “HOPE”

### Slide 1 - HOW WE APPROACHED THE TASK

- Established the business goals
- Obtained information about the available finance
- Interviewed the business administration team
- Discussed the project with a focus group
- Formulated an ICT strategy

### Speaker Notes

Although you gave some information about the business goals, we thought it important that these be formalised and, together with the business administration team, we produced a joint document, which has been signed off.

The business administration team were also able to provide details of the available finance.

We then interviewed the business administration team to determine the business functionality required of the ICT system. This indicated a requirement for a fully integrated bespoke system, although the available finance rules out this option. As requested, we took account of your requirement to use ICT to generate some publicity.

We also formed a focus group comprised of youth group leaders and their members. It was interesting to learn that many youth groups are international, so that members from all over the world would be likely to attend annual conferences.

We then formulated an ICT strategy, based on requirements and available finance.

**Slide 2 – PROPOSED ICT**

- Package software only
- Customer Relationship Management system
- Booking system
- Accounting system
- Mailing and e-mailing system

**Speaker Notes**

A package system is recommended. This could be purchased and maintained within our budget and a number of possible packages would roughly fit the business requirements.

A CRM facility is proposed. This will meet the need to record details of every customer and contact.

The package should include a booking system for the hotel rooms and function rooms.

An accounting system will assist the business administration team with budgeting and finance and give you the reports we understand you require.

All contacts and users of the youth centre will be asked for address and e-mail details. The data held on the CRM system will be used to post and e-mail details of forthcoming events.

**Slide 3 – PROVISION OF ICT**

- Outsourced ICT provision
- Formal Service Level Agreement (SLA)
- Five-year contract
- Recruit an ICT Manager and assistant
- Bulk printing of mailing shots
- Wireless Internet facility for the whole building

**Speaker Notes**

There will be no internal ICT department – there is insufficient budget for this. All ICT will be outsourced and service levels will be formalised in an SLA.

Initial discussions with an outsourcing company show that a five-year contract would be within our budget, but the company suggested that a better deal would be possible with a seven-year contract.

There will be a need for an ICT manager and an assistant to monitor the work of the outsourcing company and co-ordinate the mailing shots and other ICT facilities.

The focus group suggested that a wireless facility be established and so this is included.



---

**SLIDES AND SPEAKER NOTES FROM TEAM “ENDURANCE”****Slide 1 - HOW WE APPROACHED THE TASK**

- Established the business goals
- Examined ICT journals and websites
- Discussed the project with university staff
- Formulated an ICT strategy

**Speaker Notes**

We listened carefully to your vision and used this to formulate some business goals.

We then examined some ICT journals and visited a number of ICT and technology websites. This enabled us to refine further the business goals.

One of our team invited his university professor and colleagues to advise us.

We didn't have time to discuss any of this with the business administration team and we guessed they had nothing more to add.

Based on all the above, we formulated an ICT strategy.

**Slide 2 – PROPOSED ICT**

- Bespoke system
- One integrated system
- Record of all contacts
- Contact by mobile phone and social network sites

**Speaker Notes**

We need a bespoke system. This will precisely meet the requirements and will give us the flexibility to change the system over time.

One integrated system will be needed and Phase 1 of the system should be available in about a year's time; this will have basic facilities only. Further phases over the following two years will eventually provide complete functionality.

The system will record all contacts, including mobile phone information and details of social networking sites used. These will be used to contact past customers and to promote future events. You said you wanted to use ICT for publicity and this is how we intend to meet this requirement.

**Slide 3 – PROVISION OF ICT**

- All in-house
- Recruit 12 ICT staff, including managers
- Computer suite to be built in the warehouse
- Off-site data store

**Speaker Notes**

All development will be performed in-house. This will give you all the functionality needed for this project. We felt that using a package would restrict you too much and you may not be able to meet your vision.

Our university advisers suggested that twelve ICT staff were needed, including two senior managers.

The ICT department would be housed in a computer suite that would need to be built somewhere in the warehouse. Also, because the system may become large-scale, we would need an off-site data store for back-up media and suggest we use one of your other offices for this.

Thank you.

**END OF CANDIDATE BOOKLET**

**There is no pre-release material printed on this page**