

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	
8	
TOTAL	



General Certificate of Education
Advanced Level Examination
June 2012

Information and Communication Technology **INFO3**

Unit 3 The Use of ICT in the Digital World

Tuesday 12 June 2012 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 8 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.



J U N 1 2 I N F 0 3 0 1

SECTION A

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

1 (a) The “Hope” team considered only internal factors when devising its ICT strategy.

Describe **one** external factor that they should have considered and provide a relevant example.

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(4 marks)



1 (c) The “Hope” team suggested that a Customer Relationship Management (CRM) facility be provided.

Using an example, describe a CRM system.

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(4 marks)

14



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(8 marks)

8

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- 4 Based on the proposals from both teams regarding the use of ICT, SP decided that team “Hope” won the competition, although she stated that team “Endurance” had some sound ideas.

Using the boxes below, list the strong and weak points of the proposals made by each team. For each point listed, explain why you consider it to be strong or weak.

Team “Hope” strong points

Team “Hope” weak points



Team "Endurance" strong points

Team "Endurance" weak points

(16 marks)

16

Turn over ▶



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(9 marks)

9

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7 An international organisation with many offices worldwide is about to move to a new version of the operating system used on its PCs, laptops and other mobile devices. The management of the company is considering the following two methods of changeover:

- Direct changeover
- Phased changeover

Compare the two changeover methods being considered.
Recommend and justify **one** option.

(15 marks)

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

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8 Discuss the implications of possible future developments and future uses of ICT.

Include in your answer the impact future developments may have on the way 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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