

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced Subsidiary GCE

INFORMATION AND COMMUNICATIONS TECHNOLOGY 2514

Practical Applications of ICT Using Standard/Generic Applications Software

Thursday **13 JANUARY 2005** Afternoon 1 hour 30 minutes

No additional materials are required.
Candidates answer on the question paper.

Candidate Name	Centre Number	Candidate Number												
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TIME 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

- Write your name in the space above.
- Write your centre number and candidate number in the boxes above.
- Answer **all** the questions.
- Write your answers, in blue or black ink, in the spaces on the question paper.
- Read each question carefully and make sure you know what you have to do before starting your answer.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 90, of which 4 marks are allocated to the assessment of the quality of written communication.
- You will be awarded marks for the quality of written communication where an answer requires a piece of extended writing.
- No marks will be awarded for using brand names of software packages or hardware.

FOR EXAMINER'S USE		
1		24
2		13
3		13
4		15
5		21
QWC		4
TOTAL		90

This question paper consists of 12 printed pages.

A garden centre sells plants and garden accessories to the public. Following a customer survey they are planning to extend their service to sell plants by mail order. The mail order service is to be called The GreenHouse.

1 A logo is to be developed for The GreenHouse.

(a) Identify **three** differences between vector and bitmap graphics.

Difference 1:

.....

Difference 2:

.....

Difference 3:

.....[3]

(b) Describe **two** advantages and **two** disadvantages of using clip art when creating the logo for The GreenHouse.

Advantage 1:

.....

.....

Advantage 2:

.....

.....

Disadvantage 1:

.....

.....

Disadvantage 2:

.....

.....[8]

- (c) The graphic and text to be used in the logo are stored using two different file types.

Explain the need for different file types.

.....
.....
.....
.....
.....
.....[3]

- (d) A logo has been designed for The GreenHouse. This is shown in Fig. 1.

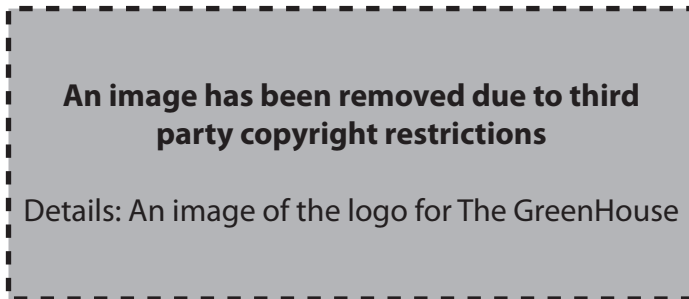


Fig. 1

Explain how the logo shown in Fig. 1 was created.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....[4]

- (e) The logo needs to be modified to make it look more professional. Describe how the following features of a painting package could be used to modify the logo.

Soften:

.....

.....

Sharpen:

.....

.....

Contrast:

.....

.....

[6]

2 The garden centre is considering developing a website for The GreenHouse. A spreadsheet is to be used to model the financial implications of setting up the website.

(a) Describe the following features of spreadsheets which make them suitable for this task.

(i) Formulae:.....

.....
.....

(ii) Functions:

.....
.....

(iii) Variables:

.....
.....[6]

(b) Explain **three** advantages of using a spreadsheet for modelling.

Advantage 1:

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

Advantage 2:

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

Advantage 3:

.....
.....
.....[6]

(c) The garden centre want to use a chart to show the costs of maintaining a website over a period of six months. State the most suitable type of chart for this task.

.....[1]

(c) An image library could be used to show pictures of the plants on the website as a series of miniature (thumbnail) images. Identify three benefits of using miniature (thumbnail) images.

Benefit 1:

.....

.....

Benefit 2:

.....

.....

Benefit 3:

.....

.....[3]

4 The garden centre keeps records of its customers in a database.

(a) Explain **three** reasons why a database is suitable to store and handle customer records.

Reason 1:
.....
.....
.....

Reason 2:
.....
.....
.....

Reason 3:
.....
.....
.....[6]

(b) Primary, foreign and composite keys are used in the database. Explain the following terms:

(i) primary key:
.....
.....

(ii) foreign key:
.....
.....

(iii) composite key:
.....
.....[6]

(c) The entities and attributes in the relational database are:

CUSTOMER (Cust_ID, Forename, Surname, Telephone Number)

ORDER (Order_Code, Cust_ID, Date, Plant_ID, Quantity)

PLANT (Plant_ID, Description, Price)

The primary key of the entity PLANT is Plant_ID.

(i) State the primary key in the CUSTOMER entity.

.....

(ii) State one foreign key.

.....

(iii) State the relationship between the CUSTOMER and ORDER entities.

.....[3]

5 The garden centre is planning a mailshot to all customers telling them about The GreenHouse.

(a) Wizards and templates could be used when creating the mailshot using a word processing package. Describe the features of wizards and templates.

Wizards:
.....
.....
.....

Templates:
.....
.....
.....[4]

(b) Explain **two** reasons why templates could be used.

Reason 1:
.....
.....
.....

Reason 2:
.....
.....
.....[4]

- (c) The draft letter produced for the mailshot is more than one side of A4 paper in length. Identify **four** methods which could be used to make the document fit onto a single side of A4 paper, without removing any of the content.

Method 1:

.....

Method 2:

.....

Method 3:

.....

Method 4:

.....[4]

- (d) Describe **two** benefits of using mail merge to create the mailshot letter.

Benefit 1:

.....

.....

.....

Benefit 2:

.....

.....

.....[4]

(e) Word fields can be used in the process of mail merge.

(i) Identify three examples of word fields.

Example 1:.....

Example 2:.....

Example 3:.....

(ii) State two benefits of using word fields.

Benefit 1:.....

.....

Benefit 2:.....

.....

[5]