

Write your name here	
Surname	Other names
Edexcel	Centre Number
Principal Learning	Candidate Number
<h1>Information Technology</h1> <h2>Level 3</h2> <h3>Unit 2: Understanding Organisations</h3>	
Wednesday 13 January 2010 – Afternoon Time: 1 hour 30 minutes	Paper Reference IT302/01
Calculators may be used.	Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

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Answer ALL the questions. Write your answers in the spaces provided.

1 Tees4Today has several organisational objectives.

(a) Using the information from the organisational objectives, identify which objective might be met by improving:

(i) their customer information.

(1)

(ii) internal company communications.

(1)

(b) Tees4Today has a flat organisational structure (Figure 1).

(i) Explain **one** benefit of this structure for the partners.

(2)

(ii) Explain **one** benefit of this type of management structure for the employees.

(2)

(c) The operations team (office management) are responsible for the day-to-day running of the business.

List **two** functional activities that might typically be undertaken by this team.

(2)

1

2

(Total for Question 1 = 8 marks)



2 As part of the company review, Huw and Lilly have identified the following:

- (A) There are many new businesses appearing offering customised T-shirts
- (B) Customised T-shirts are becoming increasingly popular with companies promoting their business
- (C) The computers at Tees4Today are seven years old
- (D) Tees4today has a flexible workforce
- (E) Using new technology it is possible for Tees4Today to expand the business into new product ranges
- (F) Tees4Today is well-known and has many loyal customers
- (G) At the summer music festivals Tees4Today does not keep records of its customers
- (H) Tees4Today could run its business on open source software

Carry out a SWOT analysis by putting the appropriate letters, A–H, in this grid. Each letter may only be used once.

Strengths	Weaknesses
Opportunities	Threats

(Total for Question 2 = 8 marks)



3 Study Figure 2 on page 4 of the insert.

Each year Tees4Today negotiates an overdraft facility with its bank.

(a) What sum should the company request as its overdraft facility for 2010? Give a reason for your answer.

(2)

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(b) Explain why the bank might be likely to agree to the overdraft.

(2)

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(c) As part of the drive to improve customer service, each summer sales team will be equipped with two 'web-enabled' laptop computers to record customer information.

Lilly has calculated that a suitable set up would cost a total of £8000.

(i) Lilly is hoping for a 200% return on her investment through increased profits. How much profit will need to be made for this to be achieved? Give a reason for your answer.

(2)

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(ii) Typically, computer equipment is written off over four years.

Calculate and explain the minimum **annual** increase in profits that would be needed to justify the proposed expenditure on the new laptops.

(4)

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(Total for Question 3 = 10 marks)



- 4 Rather than order their entire T-shirt stock for the year in June, Lilly has decided to ask their IT adviser to create a new stock ordering system. When a particular size and colour of T-shirt reaches a minimum stock level, the system will automatically generate an order for that size and colour of T-shirt.

Figure 3 shows an extract from the new stock ordering system.

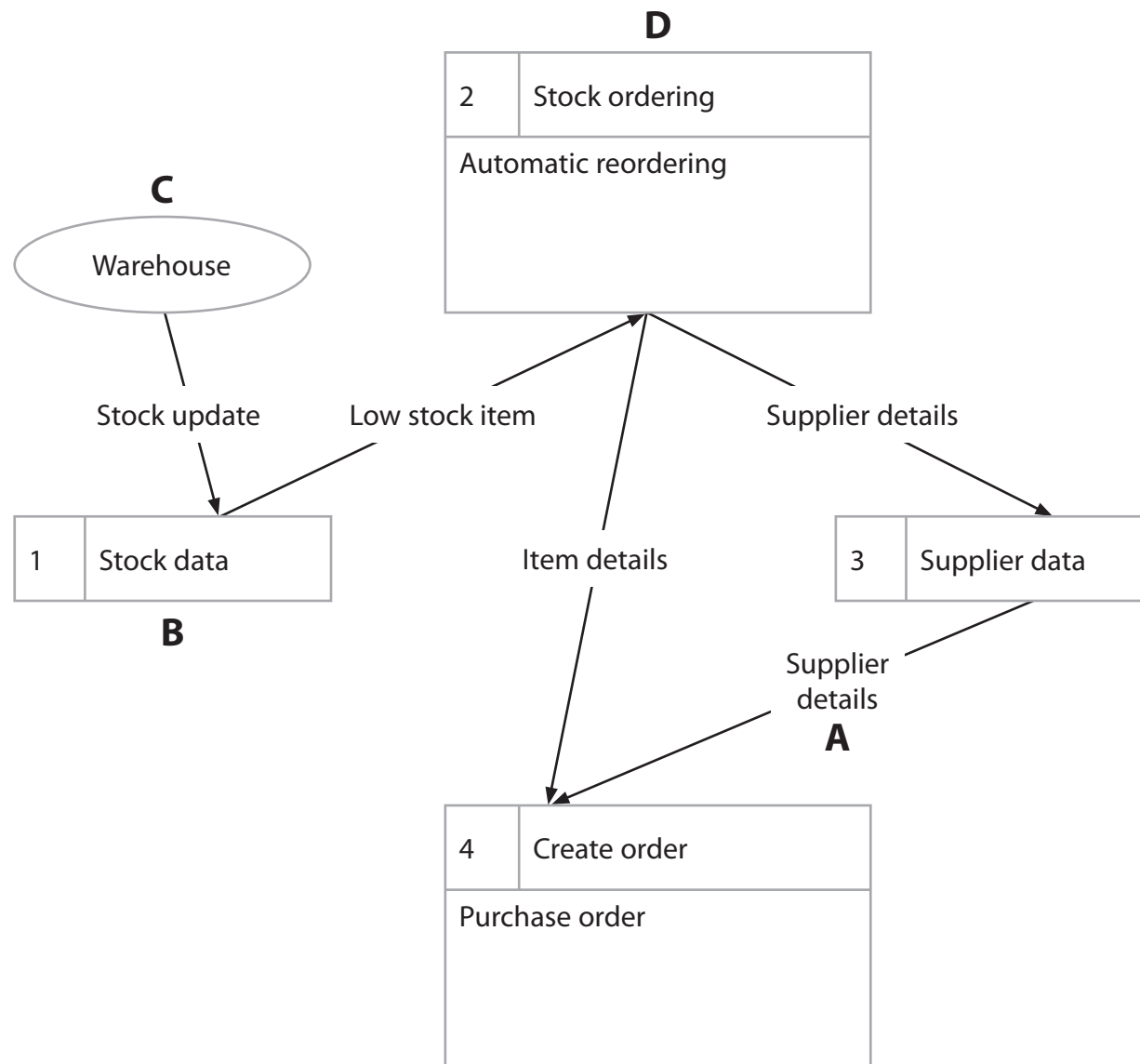


Figure 3



(a) Here are four data flow elements:

- Process
- Entity
- Data store
- Data flow

On Figure 3 four data flow items have been labelled with letters **A–D**.

In the table below, indicate which of the four data flow elements correctly corresponds with items A–D by putting a cross in the correct box .

If you change your mind about the answer, put a line through the box and then mark your new answer with a cross .

(4)

	Process	Entity	Data store	Data flow
A	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(b) Lilly would like to link the new stock ordering system to the existing accounting system. The company's IT adviser has recommended that the two systems are fully integrated.

(i) Describe **one** benefit of integrating the systems.

(2)

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(ii) The company's IT adviser has also recommended they look at the data structures of the two systems.

Explain why data structures would need to be considered when integrating the systems.

(2)

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(c) When Huw saw the new stock ordering system, he realised there was a problem, and re-drew the diagram.

Figure 4 shows the redrawn diagram.

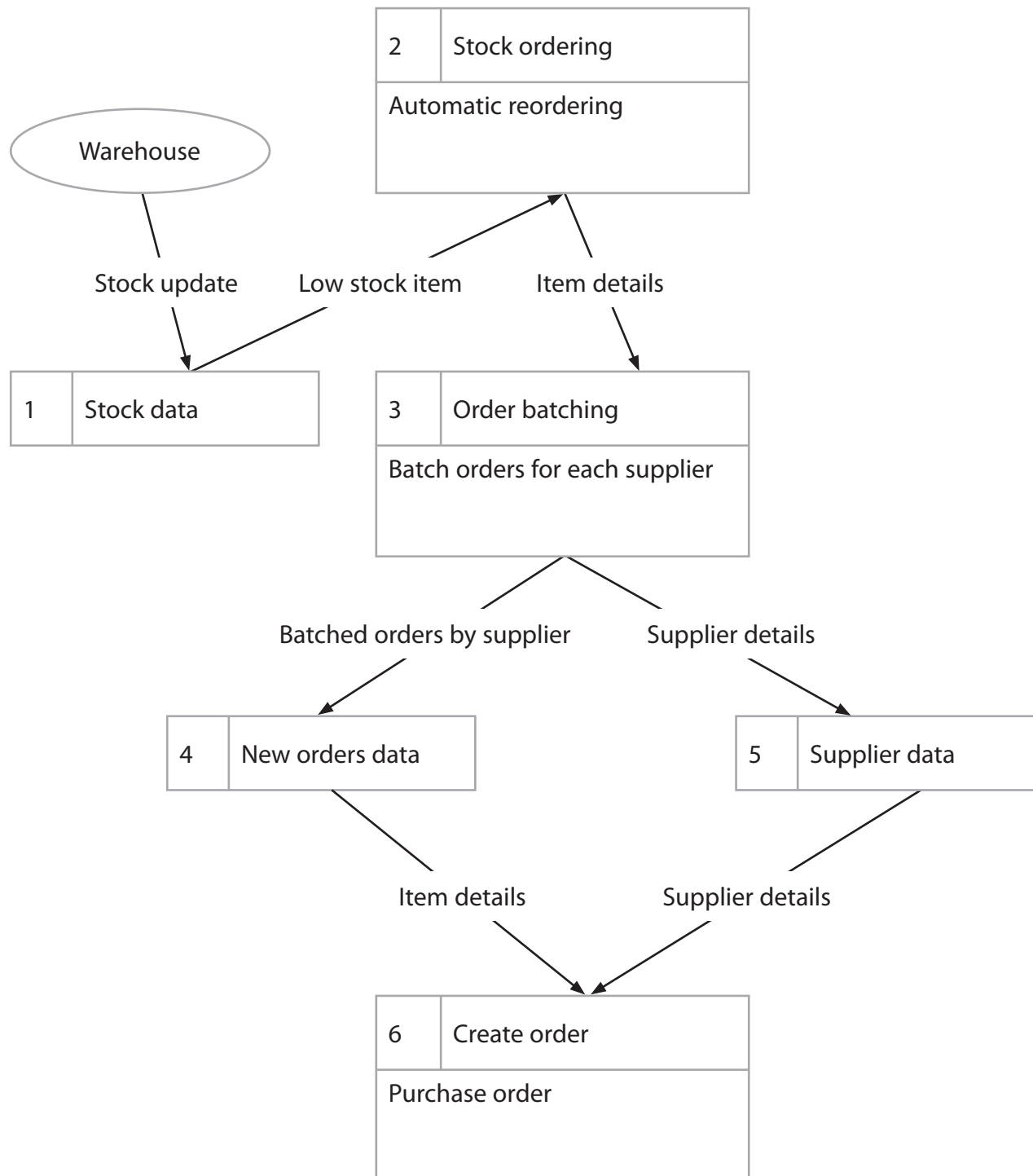


Figure 4



(i) Identify the problem Huw found.

(1)

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(ii) Describe and explain the benefits to Tees4Today in making this change to the order processing system.

(2)

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(d) When Lilly first ran the new ordering system, as designed in Figure 4, she discovered that orders were only batched if the stock database reported several shortages at the same time.

Describe and explain an improvement that needs to be made to the system to ensure orders are batched together.

(3)

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(Total for Question 4 = 14 marks)



5 Huw plans to use the internet to investigate his competitors.

(a) Identify **four** items of useful information about his competitors that he could discover by searching for 'customised T-shirts'.

(4)

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(b) Study Researching Internet Markets on page 3 of the insert.

Discuss how Huw might use the purchased information to improve his internet marketing.

(4)

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(Total for Question 5 = 8 marks)



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H 3 5 9 9 8 A 0 1 1 2 0

6 Each year Tees4Today train new summer sales staff.

Lilly is considering different methods of delivering the training.

(a) Identify **one** advantage and **one** disadvantage of each of the following training methods for Tees4Today.

(i) Printed training manual sent to staff home address.

(2)

Advantage

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Disadvantage

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(ii) Web-based training.

(2)

Advantage

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Disadvantage

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(iii) Access to staff website with downloadable training videos.

(2)

Advantage

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Disadvantage

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(iv) New staff attend training at the Tees4Today offices.

(2)

Advantage

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Disadvantage

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(b) Lilly has decided to use web-based training.

Outline **two** technological implications of this decision for the company.

(4)

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(Total for Question 6 = 12 marks)



7 Each sales team is made up of five sales staff and a team leader. Each team leader reports to Lilly.

(a) Describe **two** roles or responsibilities that the team leader might have.

(4)

1

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(b) Lilly has issued a **web-enabled** mobile phone to each team leader.

Explain how these phones will improve communication between Lilly and the team leaders.

(2)

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(Total for Question 7 = 6 marks)



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H 3 5 9 9 8 A 0 1 5 2 0

8 At the summer music festivals Tees4Today plans to collect customer data on the laptops used by each sales team.

Assess the main security and Data Protection issues of using the laptops at the summer music festivals.

Dotted lines for writing.



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