

Write your name here

Surname

Other names

Edexcel
Principal Learning

Centre Number

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Candidate Number

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Information Technology

Level 3

Unit 2: Understanding Organisations

Friday 1 June 2012 – Afternoon

Time: 1 hour 30 minutes

Paper Reference

IT302/01

You must have:

Insert (enclosed)

Calculator

Total Marks

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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.

Turn over ►

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PEARSON

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

1 StichGild became a charitable trust in 1945.

(a) State who is responsible for the assets of the charitable trust.

(1)

One aim of StichGild is to provide educational courses for young people.

(b) State **one** further aim of StichGild.

(1)

There are a number of advantages and disadvantages in obtaining charitable trust status.

(c) Explain **one advantage** and **one disadvantage** to an organisation in obtaining charitable trust status.

(4)

Advantage

Disadvantage



Study the Organisational Structure of Head Office StichGild, Figure 2 on page 4 of the insert.

(d) State the type of structure.

(1)

(Total for Question 1 = 7 marks)



2 Ginny McIntyre is CEO of StichGild and Val Jones is Membership Recruitment and Market Research manager.

Ginny has asked Val to carry out market research for StichGild.

(a) State **one** aim of this market research.

(1)

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(b) Describe what is meant by **primary research**.

(2)

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(c) Describe what is meant by **secondary research**.

(2)

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Val has to collect and collate national market research data from StichGild members.

(d) (i) Identify how she could collect this data **electronically**.

(1)

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(ii) Explain the reasons for using such a method.

(2)

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(Total for Question 2 = 8 marks)



3 Kerem, Finance Manager for StichGild, has decided to implement a standardised process for ordering supplies.

(a) Describe the purpose of the following documents:

(i) requisition form

(2)

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(ii) invoice

(2)

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(iii) order form

(2)

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(iv) delivery note

(2)

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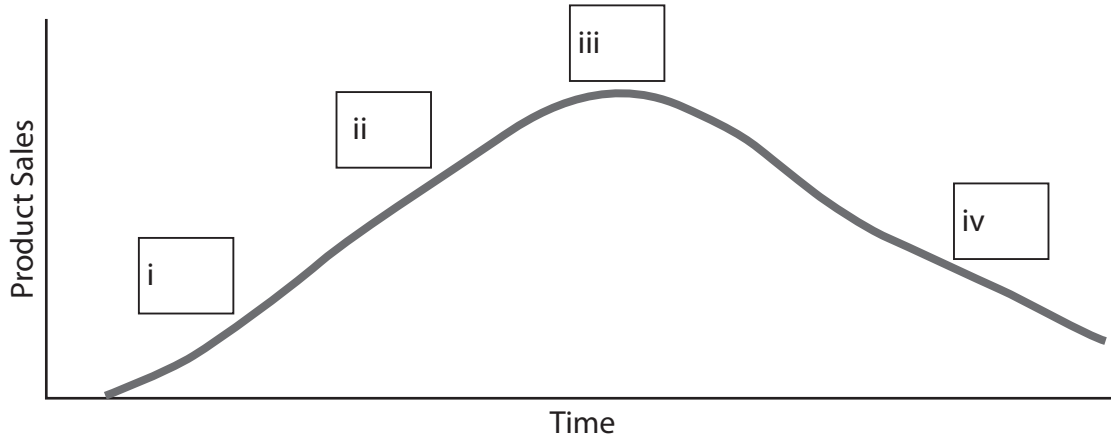
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(b) Val wishes to introduce a new educational package for schools. The package will be interactive. Analysis of the product life cycle has indicated the package to have a marketable value for three years.

Identify the **four** major stages in a product life cycle analysis.

(4)



- (i)
- (ii)
- (iii)
- (iv)

(Total for Question 3 = 12 marks)

4 Transfer of data between branches of StichGild is inefficient and limited.

(a) Identify **two** reasons for the inefficient data interchange between StichGild's branches.

(2)

- 1
- 2



Many members are unaware of local events taking place.

(b) Describe a method of communicating electronically from Head Office to all members in a specific region.

(2)

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Jo has decided to introduce a Customer Relationship Management package to improve StichGild's relationship with its members. The package will be used to improve the services offered on the website.

(c) Explain the benefits that a Customer Relationship Management package could bring to StichGild.

(6)

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(d) Ginny has asked Bob, the IT Manager, to create a new system which contains records of national memberships. The original database used by Head Office was commissioned in 1985.

(i) State **two** items of information about members which the original database would **not** have been designed for.

(2)

1

2

(ii) Each local branch has provided Bob with electronic copies of the membership data from their databases.

Describe the reasons why Bob may not be able to transfer this data into the new Head Office system.

(6)

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(Total for Question 4 = 18 marks)



6 Study the Cash Flow for January and February.

Cash flow chart for January and February

	January	February
Income from Membership	£80 000	£45 000
Income from events/workshops	£7 000	£3 000
Total Income	£87 000	£48 000
Expenditure		
Rent	£10 000	£10 000
Advertising	£2 500	£5 000
Events/Workshops	£5 000	£7 000
Wages	£35 000	£35 000
Development of new products	£15 000	£6 000
Total Expenditure	£67 500	£63 000

Net Cash Flow

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Monthly summary

Opening Bank Balance

£100 000

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Closing Bank Balance

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(a) Complete the boxes by entering the correct figures.

(5)



The trend over the past three years has shown a decline in membership.

(b) Discuss the risks to StichGild indicated by the cash flow chart for January and February.

(6)

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StichGild has Fixed Assets of £250 000.

(c) State what is meant by the term **Fixed Assets**.

(1)

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(Total for Question 6 = 12 marks)



7 StichGild has many volunteers who carry out their roles using computers within their own homes. A possible problem violating the Data Protection Laws could arise.

(a) Explain the purpose of the **Data Protection Act**.

(2)

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(b) The use of home computers by volunteers has been identified as a high security risk.

(i) State **two** risks to StichGild's data when stored on the volunteers' home computers.

(2)

1

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2

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(ii) Identify **two** solutions which may minimise the risks identified in (b)(i).

(2)

1

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2

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Bob has developed a new database system. He has identified that the volunteers will need training in using the system. He has designed a Computer Aided Learning (CAL) program which can be followed online.

(c) Explain the main benefits of Computer Aided Learning for the volunteers at StichGild.

(6)

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(Total for Question 7 = 12 marks)



8 Bob needs to transfer data using the internet.

Discuss the problems Bob may find when transferring the data and explain how he might solve these problems.

A series of horizontal dotted lines for writing the answer.



(Total for Question 8 = 12 marks)

TOTAL FOR PAPER = 90 MARKS



P 4 0 4 6 6 A 0 1 5 1 6

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