



Business Subjects and Economics

4130/09

Unit 9 Using ICT in Business

For this paper you must have:

- appropriate computer hardware and software
- a stationery folder
- 14 sheets of A4 plain paper

You may use a dictionary and a calculator.

Time allowed

- 1 hour 30 minutes

Instructions

- You are to attempt **all** three tasks.
- You should put your Centre Number and Candidate Number (as shown on your Statement of Entry) at the top of every task **before** printing. The *Examining Body* for this Paper is AQA.
- You should complete the front of the stationery folder.
- This paper must be handed in at the end of the examination.

Information

- This paper consists of the following tasks:

Task One	Flyer	<i>(24 marks)</i>
Task Two	Database	<i>(16 marks)</i>
Task Three	Preparing a presentation	<i>(20 marks)</i>

- The maximum mark for this paper is 60.
- The marks for tasks are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers. Quality of Written Communication will be assessed in your answers to Tasks 1 (b) (i), 1 (c) (iii), 2 (e) (ii) and 3 (f).
- Your Centre will inform you of the arrangements for printing out your work.
- If required, printing may be carried out after the time allocated for the paper has expired but no alterations to the text or the layout are permitted.
- You may ask for more plain paper if you require it.
- You are **not permitted** to access the internet during the course of this examination.

Advice

- You are advised to spend five minutes reading the whole paper before you start work.

Attempt **all** three tasks.

SCENARIO

Going Away

Going Away is a small travel agency owned by Laura Andrews. In the past, it sold mostly package holidays but sales fell as more and more people used the internet to book their holidays. *Going Away* now focuses on providing more specialist holidays and by offering a high level of personal service.

Laura wants to make much greater use of Information Communication Technology (ICT) to make her business more efficient, and reduce the amount of paper her business uses so it becomes more environmentally friendly.

Task One – Flyer**Total for this task: 24 marks**

Laura is planning a holiday exhibition and has asked you to design a flyer to advertise the event. The flyer is to be aimed at customers who are looking for beach holidays.

- (a) Open the file **FLYER** which contains the text and some pieces of clip art for the flyer.
- (i) Select a suitable software application and use a **range** of tools to create an A4 flyer that will encourage people to come to the exhibition. You should use only **two** pieces of the clip art. Do **not** change the text. *(6 marks)*
 - (ii) Insert your centre number and candidate number into the header of the document.
 - (iii) Save your flyer as **FLYER1** and print it out.
- (b) Laura would like to know how the flyer was designed.
- (i) Using word processing software, write a note to Laura explaining the reasons for the design of your flyer. *(8 marks)*
 - (ii) Insert your centre number and candidate number into the header of the document.
 - (iv) Save the note as **NOTE** and print it.
- (c) Re-open your file **FLYER1**. Laura wishes to use the flyer again and distribute it with a local newspaper. However, she is now hoping to attract people looking for city breaks or cottage holidays.
- (i) Make **three** changes to the **appearance** of the flyer. You should **not change** the text. *(3 marks)*
 - (ii) Save your file as **FLYER2** and print it out.
 - (iii) Label the flyer using call out boxes to show the changes you have made and why you have changed its appearance. *(7 marks)*
 - (iv) Save your flyer as **FLYER3** and print it out.

Task Two – Database**Total for this task: 16 marks**

Going Away keeps a database of bookings. This stores basic information about the holidays chosen by the customers. When a booking is made, a new record is created.

- (a) Open the database file **HOLIDAYS**.

The following field headings have been used:

ID	A unique number to identify each booking
Title	Customer title: Mr, Mrs, etc.
Initials	Customer's initials
Surname	Customer's surname
Age	Customer's age in years
Destination	The holiday destination
Month	The month in which the holiday begins
Holiday type	The type of holiday the customer is taking

The **Holiday type** field is coded as follows:

AH	Activity holiday
BH	Beach holiday
CB	City break
CR	Cruise
FL	Flight

- (b) Mrs Fisher's enquiry (see below) has now become a booking. Add her data to the **HOLIDAYS** database as the next entry. (2 marks)

GOING AWAY		<i>Enquiry Form</i>
Date 14-05-07	Time 1.45 pm	Consultant Nicola Brooks
Name Mrs A Fisher	Address 13 Hollywell Road Yalding Somerset TN31 9LQ	
Age 58		
Details Request for details of the cost of a mid week flight for one adult, in June, from London (Heathrow) to Los Angeles. Would like a cheap, direct flight.		
Going Away 29 Winchester Road, Yalding, Somerset, TA31 7HT		

- (c) Laura is interested in seeing how the database is used at the moment.
- (i) Search the database to find all the customers aged between 20 and 40 who have booked a beach holiday. *(2 marks)*
 - (ii) Sort these entries by descending order of age. *(2 marks)*
 - (iii) Print this file in list format.
- (d) Laura is interested to know how the **HOLIDAYS** database could be used in the future. At the moment, the customers' addresses are only stored on the enquiry forms. These could be added to the database which could then be used to produce address labels using mail merge.
- (i) Add **four** fields to the **HOLIDAYS** database so that a customer's address details can be divided under a number of headings. *(2 marks)*
 - (ii) Save your edited file and print it in list format showing the field headings.
- (e) Open the word processing file **EMAIL**. Use it to reply to Laura's email below.

Thanks for all the work you have done on the database. I want to send a travel brochure advertising a new beach holiday destination to customers who have booked beach holidays with us in the past. Please can you answer the following questions for me?

- (i) How can I ensure that the brochure is sent to interested customers?
- (ii) Do you think this is a good way for the business of informing its customers?

(8 marks)

- (i) Insert your centre number and candidate number into the header of the document.
- (ii) Save and print the file.

Turn over for the next question

Task Three – Preparing a presentation**Total for this task: 20 marks**

Laura is preparing a presentation to give to the people attending her exhibition.

Laura has written notes of what she intends to say but has asked you to prepare this as slides.

- (a) Open the word processing file **NOTES**.
- (b) Select a suitable software application and create the first **four** slides. Laura would like:
- the slides to have the same layout, except the title page
 - **four** tools to be used, one of which should be an animation

Create the four slides. Copy and paste the text into the slides.

- (c) Put the slide show together using a transition.
- (d) (i) Save your presentation file as **GOING AWAY**.
- (ii) Insert your centre number and candidate number into the header of the document.
- (iii) Print out all your slides as a handout on one page.
- (e) Open a new word processing document.
- (i) Paste a screen dump (print screen) from your presentation into the document and label it to show where you have used:
- an animation
 - a transition.

(10 marks)

- (ii) Insert your centre number and candidate number into the header of the document.
- (iii) Save your screen dump as **SCREEN** and print it.
- (f) Laura has never used presentation software before. Write a note to Laura to answer each of the following questions.
- (i) Explain **one** advantage and **one** disadvantage of an electronic presentation compared to a paper presentation. *(4 marks)*
- (ii) Do you think Laura should go ahead with the electronic presentation? Explain your answer. *(6 marks)*
- (iii) Insert your centre number and candidate number into the header of the document.
- (iv) Save your note as **PRESENTATION** and print it.

END OF TASKS

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