**Oxford Cambridge and RSA Examinations**

**General Certificate of Secondary Education**

**INFORMATION AND COMMUNICATIONS TECHNOLOGY B**
PAPER 2 (UNIT 2380)

**1995**

SAMPLE RESEARCH BRIEF

**Specimen Paper 2003**

## Research Material

This research brief aims to prepare full course candidates for the external examination. Candidates are permitted to take any research they have done into the examination room with them providing it is their own work.

## Research Topic: Moon Walk (Fashion Shop)

Moon Walk is a fashion retail outlet targeting the fashion conscious teenage market. They have five retail outlets in three major cities. They pride themselves on always holding the latest fashions at very competitive prices. Careful stock control and constant monitoring of customer preferences helps them to achieve this. The shop uses a computerised stock control and accounting system including an automatic stock ordering system both between stores and from the manufacturers. Discounts are offered to anyone spending more that £50 on a sliding scale from 5% on £50 to 10% for purchases over £150. Special offers on underwear are also common. These usually work on a buy two get one free basis.

Moon Walk need to keep a very careful watch on stock levels. Theft is their biggest problem despite the fitting of a computerised alarm system. More recently the fashion shop has signed a contract with a large supermarket which is going to sell some fashion products on a commission basis.

Candidates should explore the use of ICT in retail outlets.

### Their research should include:

- Types of input, processing and output devices commonly used in a large retail outlet.
- Point of Sale, including payment systems, for example EFTPOS (including debit/credit card transactions), cheques.
- Stock Control Systems, including bar codes.
- In-store security systems.
- Types of information that are gathered and stored; how information is stored. Security issues related to gathering and storage of information.
- Methods of promotion, including loyalty cards, direct mailing to customers, in-store videos.
- Training needs and staff skills; monitoring staff performance
- Impact of computer systems on customers, employees, company and society as a whole.

### You may wish to:

- Visit a local retail outlet
- Talk to members of staff about what they think of computer systems
- Examine a receipt to see what data it holds
- Talk to older people about how shopping and paying for goods has changed