



**GENERAL CERTIFICATE OF SECONDARY EDUCATION  
INFORMATION AND COMMUNICATION  
TECHNOLOGY**

**B063**

ICT in Context

**Tuesday 18 January 2011  
Morning**

**Duration: 1 hour**

Candidates answer on the question paper.

**OCR supplied materials:**

- Pre-release material (inserted)

**Other materials required:**  
None



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- The insert will be found in the centre of this document.
- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Answer **all** the questions.
- Do **not** write in the bar codes.

**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 **60**.
- Your Quality of Written Communication is assessed in questions marked with an asterisk (\*).
- No marks will be awarded for using brand names of software packages or hardware.
- This document consists of **8** pages. Any blank pages are indicated.

- 1 The staff at the Debunk Art Gallery use specialised hardware and software.

Tick **one** box in each row to show whether the item is general (found in any office) or specialised.

Item	General item	Specialised item
46" plasma display		
A0 Scanner		
Database package		
Graphics tablet		
Interactive whiteboard		
Laser printer		

[6]

- 2 The Debunk Art Gallery staff use a range of communication tools.

Draw a line to join each task with the most appropriate method of communication for the gallery.

Task	Communication method
General correspondence	Blogging
Notify potential customers of upcoming events	Email
Send an urgent message	Facebook®
Set up a fan group	SMS

[4]

- 3 (a) Explain **two** reasons why the Debunk Art Gallery might use video conferencing to enable collaboration between artists.

Reason 1 .....

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Reason 2 .....

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..... [4]

- (b) Explain **one** possible **drawback** to the artists of using video conferencing.

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..... [2]

- (c) Explain how Jim, the owner of the Debunk Art Gallery, could use each of the communication methods below to promote the art gallery.

Photo sharing website .....

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Podcast .....

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..... [4]

- 4 A customer of the Debunk Art Gallery can connect to the gallery's website using either WiFi or cable.

Compare WiFi and cable technologies for connecting to the Debunk Art Gallery's website.

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..... [5]

- 5 The Debunk Art Gallery uses a number of software applications. Look at the tasks below and state which software would be the most suitable to use.

You may use the same type of software more than once.

<b>Task</b>	<b>Type of software</b>
calculate the gallery's profitability	
design invitations	
mail merge	
store visitors' details	
write a letter to customers	

[5]

6 Jim takes the security of the artwork and his office very seriously.

Describe **two** ways he can use ICT to protect his premises and their contents.

1 .....

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2 .....

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..... [4]

7 Tick the **two** items in the table below that are needed in order to connect to the internet.

Item	Needed
IP address	
Laser printer	
Modem or router	
Scanner	

[2]

**8** Jim uses re-purposed digital content and a content management system whenever he can on the Debunk Art Gallery website.

**(a)** Give **two** examples of digital content that could be used on the website.

1 .....

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2 .....

..... [2]

**(b)\*** Explain, using examples, why re-purposing content and content management systems are useful in the creation and maintenance of the Debunk Art Gallery website.

The quality of written communication will be assessed in your answer to this question.

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10 The Debunk Art Gallery wishes to add a virtual tour to its website.

Explain **three** features that could be used in a virtual tour of the gallery.

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2 .....

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3 .....

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..... [6]

**Paper Total [60]**



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