



Tuesday 17 January 2012 – Morning

GCSE INFORMATION AND COMMUNICATION TECHNOLOGY

B063/02 ICT in Context



Candidates answer on the Question Paper.

OCR supplied materials:

- Pre-release material (inserted)

Other materials required:
None

Duration: 1 hour



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. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 (*).
- This document consists of **8** pages. Any blank pages are indicated.

- 1 The staff at FrontLine18 use specialised hardware in its high street store.

Draw a line from each item of hardware to its purpose.

Hardware
Chip and PIN reader
Keypad
LCD monitor
Printer
Security tag

Purpose
to enter data without clothing tag
to prevent shoplifting
to produce customers' receipts
to read data from a bank card
to view product details

[5]

2 FrontLine18 also sells its clothing online.

(a) Describe **three** different features of e-commerce that FrontLine18 could use in its online store.

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..... [6]

(b) Describe **three** benefits to FrontLine18 of using e-commerce.

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..... [6]

3 The managers at FrontLine18 want to use social networking to improve sales.

Describe **three** ways that FrontLine18 could use social networking to improve sales.

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[6]

4 FrontLine18 uses a range of technologies including WiFi.

Explain **one** reason why FrontLine18 might use WiFi during a stock check.

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[2]

5 FrontLine18 has a website.

Tick **one** box in each row of the table below to show whether the statement is true or false.

	True	False
FrontLine18's website checkout needs to be secure		
FrontLine18's website will have a URL		
Hyperlinks in FrontLine18's website contain product details		
Images of clothing on FrontLine18's web pages need to be accurate		

[4]

9 FrontLine18 uses interactive multimedia kiosks to promote its clothes in its high street store.

(a) Give **two** items of hardware that would be included in a multimedia kiosk.

- 1
- 2 [2]

(b) Explain **two** benefits **to FrontLine18** of providing an interactive multimedia kiosk for customers to use in its high street store.

- 1
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- 2
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..... [4]

10 FrontLine18 has introduced its own customer loyalty card scheme.

Describe **two** benefits of this scheme to the company.

- 1
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- 2
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..... [4]

Paper Total [60]

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