

**Wednesday 13 June 2012 – Afternoon**

**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	
Centre number		Candidate number	

**MODIFIED LANGUAGE**

**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 FrontLine18 has a high street store. It has a range of hardware devices in the store.

(a) Tick **one** box in each row of the table below to show if the device is used for input, output or both.

Device	Input	Output	Both
Bar-code reader			
Chip and PIN pad			
Flat screen monitor			
Keyboard			
Printer			
Touch screen			

[6]

(b) Describe **one** in-store use for touch screens.

.....

.....

.....

..... [2]

- 2 FrontLine18 uses Web 2.0 technology.

What is the main difference between Web 1.0 and Web 2.0?

.....

..... [1]

- 3 For marketing purposes FrontLine18 collects names and addresses of customers logging into its website.

(a) State **three** ways that FrontLine18 could use the data collected.

1 .....

.....

2 .....

.....

3 .....

..... [3]

- (b) FrontLine18 wants to make sure that all the names and addresses collected from its website are from real customers and not from automated web bots.

Explain **one** fully automated system that FrontLine18 could use to make sure that the data is entered by a person.

.....

.....

.....

.....

.....

.....

.....

..... [4]

- 4 FrontLine18's director wants to keep track of changing information on competitors' websites.

Describe how **one** Web 2.0 feature could be used to do this.

.....

.....

.....

..... [2]

- 5 FrontLine18 produces a weekly blog. The blog has embedded images, sounds and video originally used for other purposes.

Describe **two** reasons why FrontLine18 would use this repurposed content in its weekly blog.

1 .....

.....

.....

.....

2 .....

.....

.....

..... [4]

- 6 Explain **two** ways FrontLine18 could use large-screen monitors in its high street store.

1 .....

.....

.....

.....

2 .....

.....

.....

..... [4]

- 7 FrontLine18 is updating its retail software systems. It has decided to invest in an integrated retail software package.

Explain why it is more efficient for FrontLine18 to use integrated retail software and not separate software for each function.

.....

.....

.....

.....

.....

.....

.....

..... [4]

- 8\*** FrontLine18's server needs to be replaced. The company is thinking about changing to cloud computing.

Discuss the implications for FrontLine18 of using cloud computing.

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

..... [8]

9 FrontLine18 has a high street store and an online store.

(a) State **two** advantages, **to a customer**, of FrontLine18 having a high street store.

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

(b) State **two** advantages, **to a customer**, of FrontLine18 having an online store.

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

**10\*** FrontLine18 invests in cutting edge technologies to attract new young adult customers.

Explain how and why cutting edge technologies might attract young adults. Give examples.

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

[8]

**Please turn over for next question.**

**11** FrontLine18 is going to evaluate its website.

State **four** questions that FrontLine18 could ask when evaluating its website.

- 1 .....
- .....
- 2 .....
- .....
- 3 .....
- .....
- 4 .....
- ..... [4]

**12** Describe **three** ways that FrontLine18 management might use spreadsheet software.

- 1 .....
- .....
- .....
- 2 .....
- .....
- .....
- 3 .....
- .....
- ..... [6]

**Paper Total [60]**



**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.