OCR
Oxford Cambridge and RSA

Thursday 21 May 2015 – Afternoon

GCSE INFORMATION AND COMMUNICATION TECHNOLOGY

B063/02/PRE   ICT in Context

Duration: 1 hour

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OCER Theatre

OCER Theatre is a small theatre company based in Coventry. Over the last year, OCER Theatre has invested in technology to help run the business and to improve the service to customers who visit the theatre.

One of the facilities introduced by OCER Theatre is a self-service multimedia ticketing kiosk in the foyer. Customers are able to view video clips of shows and purchase tickets for shows either on the day of the show or in advance. The kiosk can print the tickets after payment has been made by credit or debit card. Alternatively, customers can opt to use a mobile ticketing facility, which can send tickets directly to their mobile phones.

OCER Theatre has also installed a new website featuring Web 2.0 technologies. After registering, customers are able to purchase tickets through the website. Tickets can be posted to the customer's home address. Customers can also choose to use the Theatre's new print-at-home facility.

OCER Theatre is considering the purchase of an integrated box-office system that can be used to help make business decisions. The system would store data from a variety of sources, including Point of Sale terminals, the ticketing kiosk and the website for the company to analyse.

OCER Theatre has started to include Quick Response (QR) codes on most of its printed materials, including posters and tickets.

A range of standard business software is used within the theatre, as well as project management software to help plan the production of new shows.

You need to research the following in relation to a theatre:

- ICT hardware and software, including integrated box-office software
- QR codes and their uses
- web 2.0 technologies
- self-service multimedia kiosks
- project management software and its features
- ticketing systems, including online, mobile and print-at-home
- legislation relating to the use of ICT.