

Surname	Centre Number	Candidate Number
Other Names		2



**GCE AS/A LEVEL – NEW**

2535U10-1



**APPLIED INFORMATION &  
COMMUNICATION TECHNOLOGY**

**AS unit AICT1 – Part A**

**eBusiness – Gaining Skills in eBusiness**

**Paper version of on-screen assessment**

**FRIDAY, 25 MAY 2018 – MORNING**

**3 hour examination consisting of two parts**

For Examiner's use only		
	Maximum Mark	Mark Awarded
Total Mark (PART A only)	40	

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**INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this question-and-answer-booklet. If you run out of space, use the continuation page at the back of the booklet, taking care to number the question(s) correctly.

**INFORMATION FOR CANDIDATES**

Questions in this paper are based on the context of *Parkwood WILD Adventure Centre*.

The examination consists of two parts:

Part A: Knowledge and application of eBusiness (40 marks - 1 hour)

Part B: Tasks to demonstrate practical competence (60 marks - 2 hours)

The context for the examination is set in the Introduction.

A short break is permitted between Parts A and B.

Quality of Written Communication will be assessed in Question 8 of Part A.

## Introduction

*Parkwood WILD Adventure Centre* provides a wide range of outdoor activities for children and young people. The activities include zip wires, rafting, tree climbing and treetop walks.

Liz Stevens, the owner of the centre would like to extend the facilities to be able to offer *WILD* adventure camps during the school holidays. She plans to convert the barns at the centre into accommodation for the children and young people.

The adventure weeks will require many changes to Liz's business. She will need to employ additional staff to supervise the activities and expand the office staff to carry out the additional administration that will be required.

Liz has decided to employ an office manager to help her establish the new business.





*"Hello. I am Liz Stevens of the Parkwood WILD Adventure Centre. I have decided to carry out research into the outdoor activities market. I can't decide whether to use primary or secondary sources of information and would like your advice."*

1. (a) Name **two** secondary sources that could be used to gather relevant information. [2]

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- (b) Describe **two** advantages of using primary sources rather than secondary sources to carry out market research. [4]

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2. Liz realises that she will need to use a website to publicise the adventure camps to ensure that they are successful. She has a few questions regarding e-commerce.

(a) Describe the role and function of an Internet Service Provider. [2]

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(b) Identify **two** services typically provided by an ISP. [2]

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(c) Explain the structure of a uniform resource locator (URL). [2]

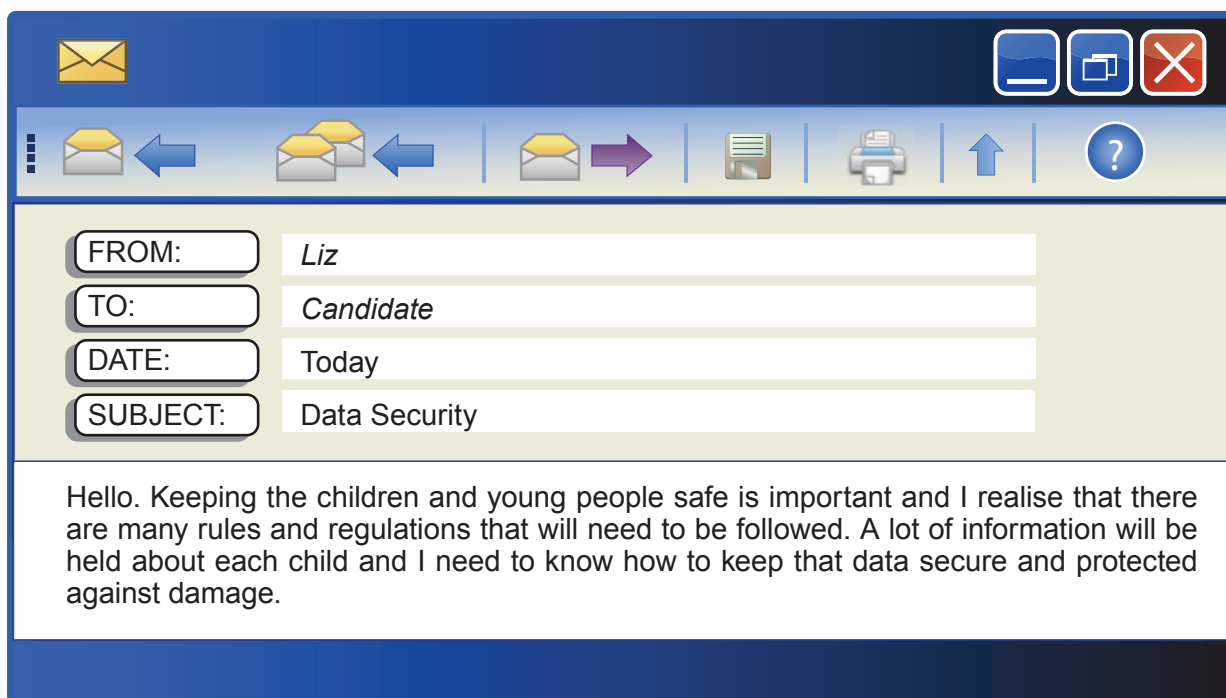
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The screenshot shows an email client window with a blue header bar. The header bar contains a yellow envelope icon on the left and three window control icons (minimize, maximize, close) on the right. Below the header bar is a toolbar with icons for back, forward, print, and other functions. The main content area displays an email with the following details:

FROM:	Liz
TO:	Candidate
DATE:	Today
SUBJECT:	Data Security

The body of the email contains the following text:

Hello. Keeping the children and young people safe is important and I realise that there are many rules and regulations that will need to be followed. A lot of information will be held about each child and I need to know how to keep that data secure and protected against damage.

3. (a) Using an appropriate example, explain what is meant by malicious damage to data. [2]

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- (b) Using an appropriate example, explain what is meant by accidental damage to data. [2]

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4. Liz knows that the new venture will rely on the use of computer technology and the Internet. She is concerned that the business may be at risk of data loss or data corruption.

State the meaning of the term *cybersecurity* and describe steps that organisations should take to protect their data against cyber attack. [3]

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*"I am the new office manager, Simon. I am going to set up the new administration system for the adventure camps. I have been advised that I should use a relational database to hold the children and young people's information and details of bookings."*

5. Describe **two** features of a database package that would be helpful in handling personal information and details of bookings. [4]

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6. Simon realises that new staff will be needed to handle the bookings and has suggested to Liz that they should install a computer network in the administration offices.

(a) Describe the benefits of the use of a computer network to a business in terms of efficient working. [4]

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(b) Explain how a network manager could manage and monitor the use of the computer network. [2]

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**7. The booking process is described below:**

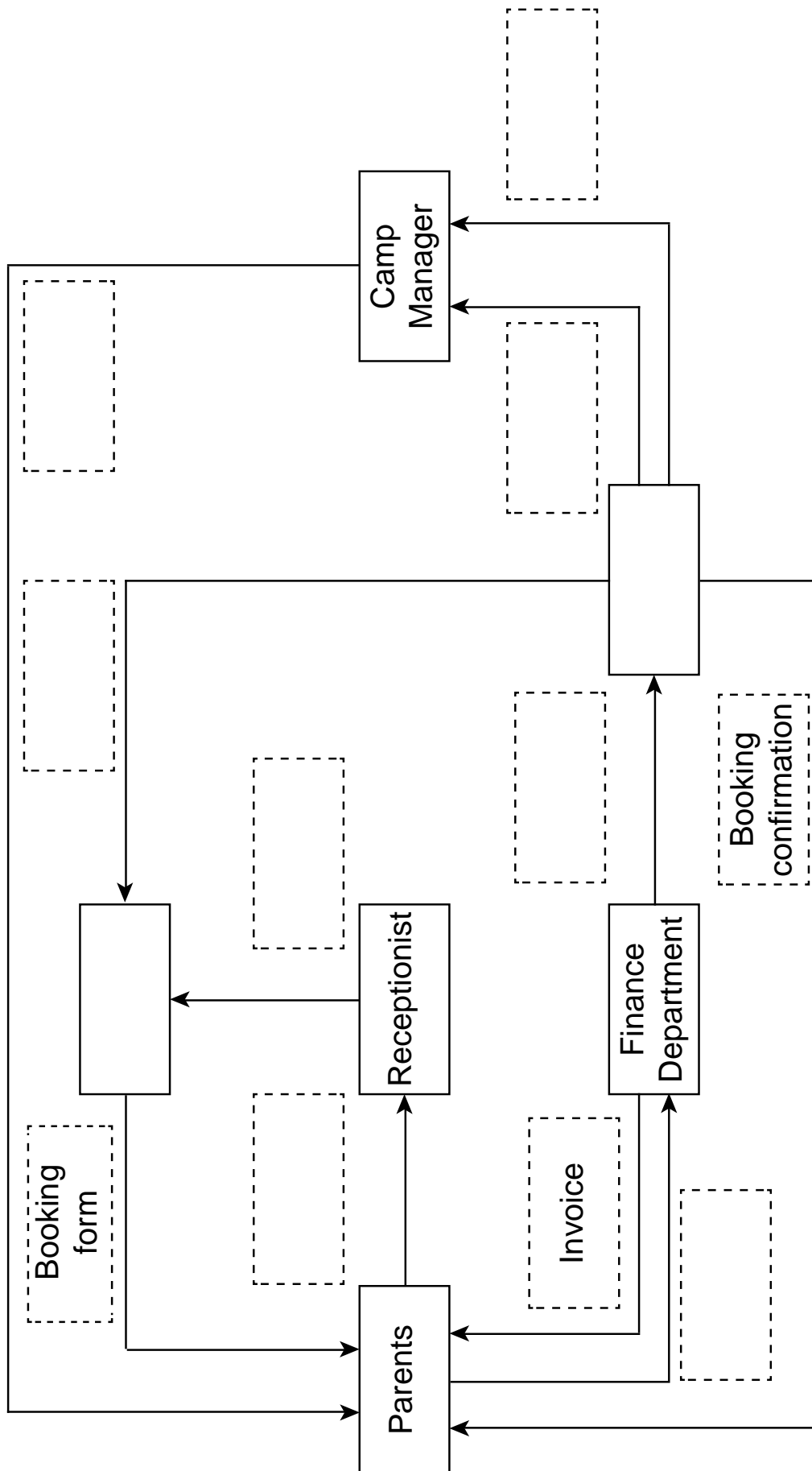
[5]

Parents who want to make a *WILD* adventure camp booking must contact the receptionist with a booking request. The receptionist will pass the parent request to the Booking department. If there is availability, the Booking department sends the parents a booking form. The parents return the booking form and a deposit to the Finance department.

The Finance department sends a confirmation of deposit to the Administration department. The Administration department sends the parents a booking confirmation and sends a copy of the booking confirmation to the Booking department. The Administration department will then send an accommodation request to the *WILD* adventure camp manager.

When the final payment is due the Finance department will send an invoice to the parents. Once the payment is received the Administration department will send a confirmation of payment to the adventure camp manager who will then send an information pack to the parents.

Complete the diagram below to show the information flows that take place in the booking process.



- Describe the technologies that could be used to allow the children and young people to contact their families. Give the advantages and disadvantages of each technology you describe. [6]

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines spaced evenly down the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.

Examiner  
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