

Surname	Centre Number	Candidate Number
First name(s)		2



GCE AS/A LEVEL

2535U10-1



Z22-2535U10-1

MONDAY, 23 MAY 2022 – MORNING

**APPLIED INFORMATION &
COMMUNICATION TECHNOLOGY**

AS unit AICT1 – Part A

eBusiness – Gaining Skills in eBusiness

Paper version of on-screen assessment

3-hour examination consisting of two parts

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 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.

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	4	
2.	4	
3.	4	
4.	6	
5.	6	
6.	2	
7.	8	
8.	6	
Total Mark (PART A only)	40	

INFORMATION FOR CANDIDATES

Questions in this paper are based on the context of *Parkwood Vale Farmers' Market*.

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

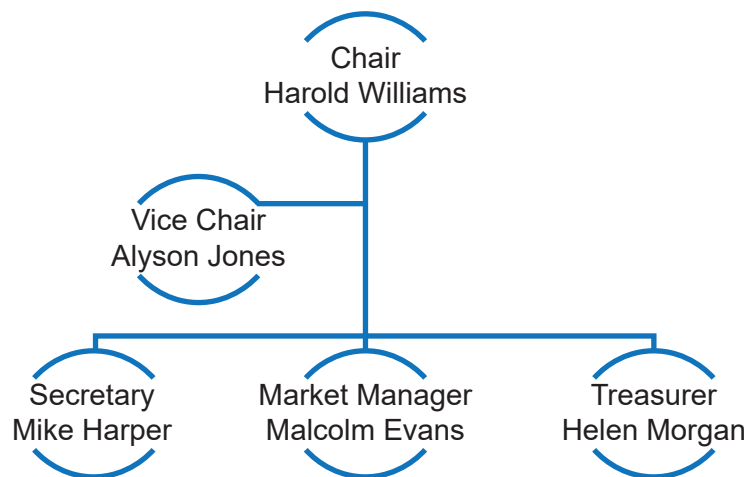
Parkwood Vale Farmers' Market is made up of a group of farmers and producers that organises markets (initially on a monthly basis) in Parkwood Vale and Lower Parkwood. The markets have grown steadily since they were established in 2008 and offer shoppers a wide range of local produce.

All the products sold in the markets are grown, reared, caught, picked, baked or smoked by the stall holders. Customers can ask about the products to make sure that they are of the highest quality.

As the popularity of the markets has grown, additional dates have been introduced into the market calendar. Markets are now held in Parkwood Vale on the first and third Saturday of each month with a market in Lower Parkwood on the fourth Saturday of the month.

The markets are organised by a volunteer committee comprising local farmers and producers and the organisation is totally self-funding. The committee feel that the time has come to consider expanding the markets beyond the Parkwood area. It is considering plans to encourage farmers and producers in other areas to establish similar markets that will be administered by the *Parkwood Vale Farmers' Market* committee.

Structure of the market committee:





Hello, my name is Harold Williams. I am the chair of *Parkwood Vale Farmers' Market*. As we plan to extend our organisation, we need to consider the features of our markets that make them popular with our customers. I have a few questions about carrying out research on our customers.

1. (a) Describe the advantages of using interviews to gather data from existing customers. [2]

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- (b) Name **one other** primary method of collecting data from existing customers and give **one** advantage of using this method. [2]

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We have gathered a lot of information from customers at our existing markets. Our market manager, Malcolm, has analysed this information to identify the strong points and weaknesses of our existing business. I need some information about collating and formatting this data to present to the committee.

2. Describe **two** features of a word processing package that could be used to present the completed analysis of the data collected from primary sources.

[4]

Feature 1:

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Feature 2:

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Hi, I'm Malcolm. I am the market manager of *Parkwood Vale Farmers' Market*. We need to consider how we will inform farmers and producers about our new markets. I would like some information about which ICT based methods we could use to raise awareness of the plans.

3. Describe **two** ways an organisation can use the Internet to raise awareness of its operations and future plans. [4]

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Hi, I'm Mike. I am the secretary of the committee. We have invited farmers and producers in the new areas to fill in a detailed application form so that we get a good mixture of produce for sale. I need some advice on designing the application form and analysing the answers.

4. *Parkwood Vale Farmers' Market* has designed an application form for potential stall holders in its new markets.

(a) Using relevant examples, explain the difference between open and closed questions. [4]

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(b) Describe how responses to closed questions can be analysed. [2]

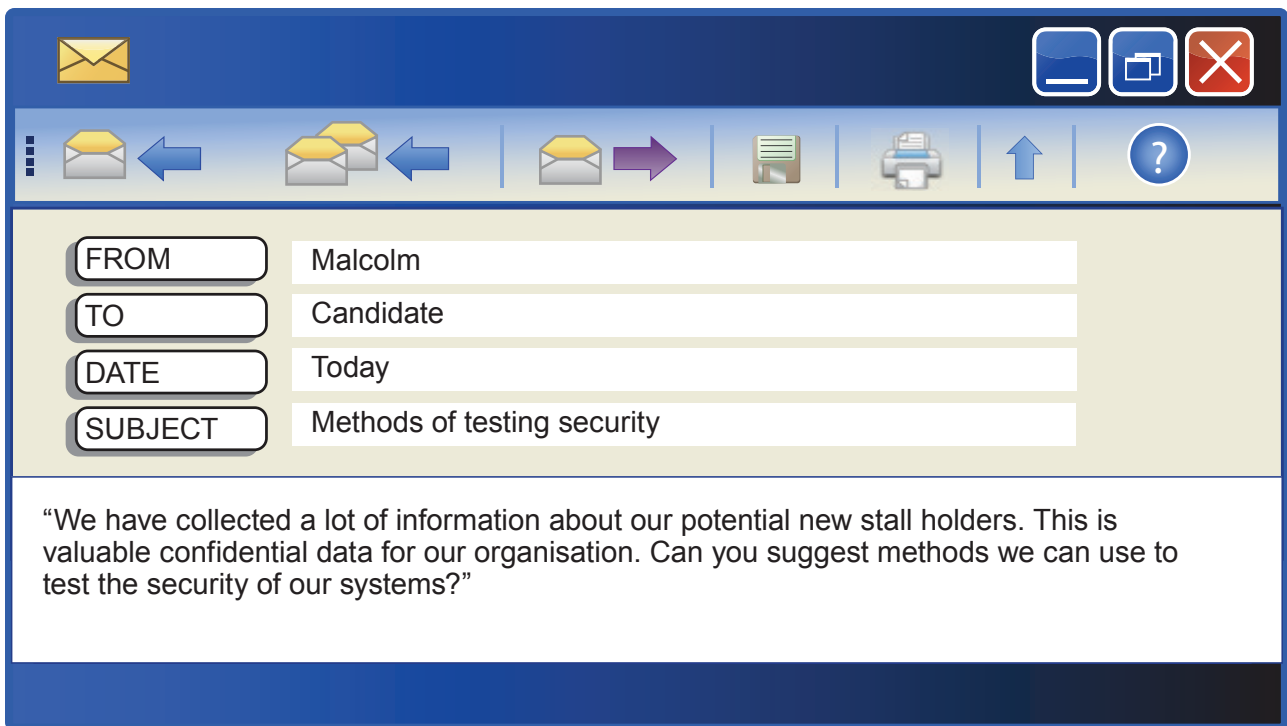
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FROM: Malcolm

TO: Candidate

DATE: Today

SUBJECT: Methods of testing security

“We have collected a lot of information about our potential new stall holders. This is valuable confidential data for our organisation. Can you suggest methods we can use to test the security of our systems?”

5. Describe **three** methods of penetration testing.

[6]

Method 1

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Method 2

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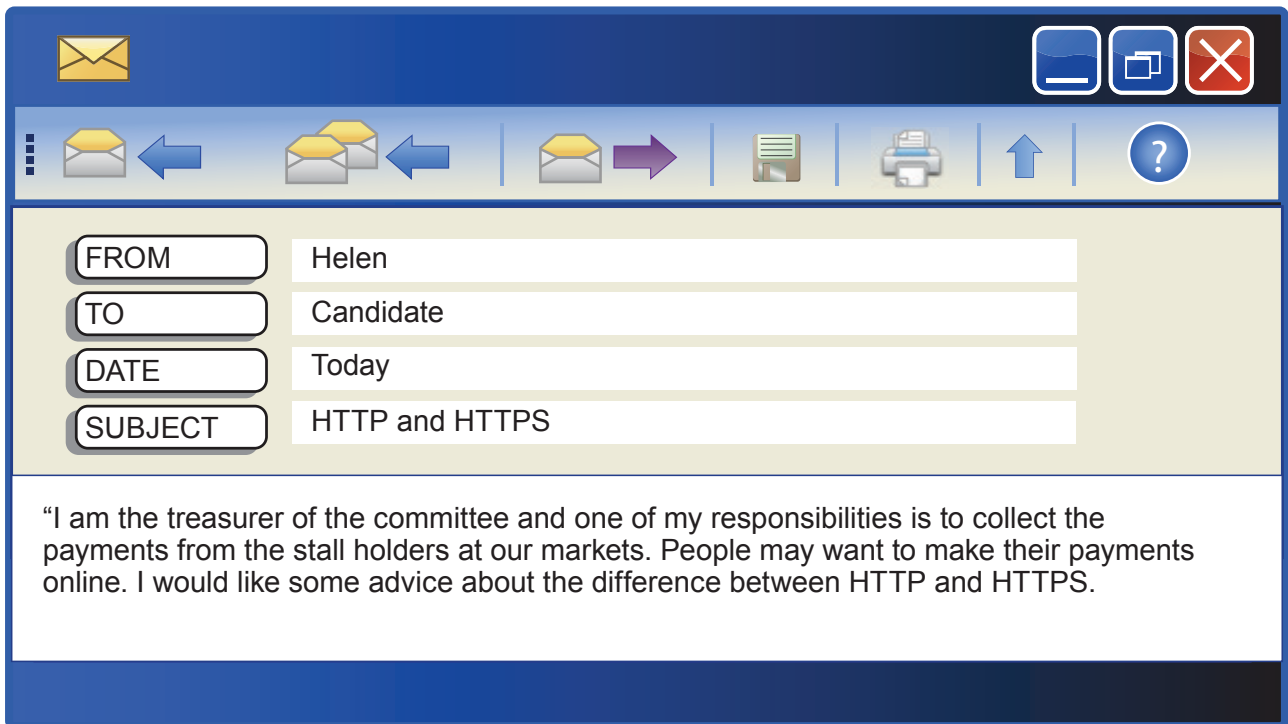
Method 3

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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	Helen
TO	Candidate
DATE	Today
SUBJECT	HTTP and HTTPS

The body of the email contains the following text:

"I am the treasurer of the committee and one of my responsibilities is to collect the payments from the stall holders at our markets. People may want to make their payments online. I would like some advice about the difference between HTTP and HTTPS."

6. Describe the difference between HTTP and HTTPS.

[2]

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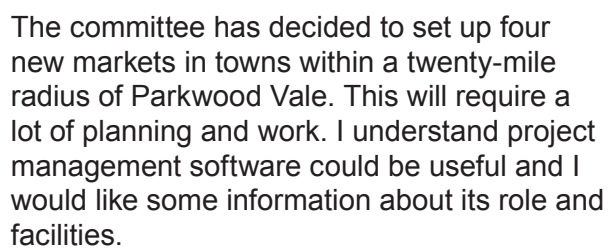
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- [4]

- [4]



8. Describe the facilities provided by an email package and explain the advantages and disadvantages of using email for communication.

[6]

END OF PAPER

