



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE
NAME

CENTRE
NUMBER

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APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

9713/03

Paper 3

May/June 2008

1 hour 15 minutes

Candidates answer on the Question Paper.

No additional materials are required

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

You may use a pencil for any diagrams, graphs or rough working.

DO NOT WRITE IN ANY BARCODES

Answer all questions.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **11** printed pages and **1** blank page.



Scenario 1
Questions 1, 2 and 3

Rameses III hospital in Cairo is a modern building with a good ICT network. They use the computer system for monitoring the health of patients in Intensive Care Units (ICUs). The computers are also used to carry out medical diagnosis using an expert system. A lot of its drugs are supplied by the Pyramid pharmaceutical company. This company carries out research and development to produce new drugs. Once the final drug is approved there are many stages before production. This requires the company to use project management. Pyramid also carries out safety training for all its employees. Computer Aided Learning (CAL) is used with the help of interactive DVDs.

Scenario 2
Questions 4, 5 and 6

Jollywood is a large music retailer. It has decided to offer on-line shopping to sell its music CDs, DVDs and other products. They will use their website www.jollywood.org to allow customers to log on, choose and buy their goods. These goods are sent out from Jollywood's central warehouse which is computerised. Jollywood have had market research carried out which suggests that they should no longer sell traditional HiFi systems that use CDs and tapes. They will need to stock items which use state of the art technologies.

As well as this, the company has decided to operate a call centre providing an information service to customers. Customers will be able to phone the centre if they have a problem with a product or other queries and the operators will advise them.

Scenario 3
Question 7

Science Fiction writers over the years have made many predictions which have proved to be accurate, for example robotics and monorails. The only major modern advance never predicted by these writers was the Internet.

Refer to scenario 2 when answering questions 4, 5 and 6

For
Examiner's
Use

4 (a) What advantages does Jollywood's move to online shopping offer the customer and the music retailer?

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..... [4]

(b) Describe the features you would expect to find on Jollywood's web site.

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..... [5]

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