

Candidate forename						Candidate surname					
Centre number						Candidate number					

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**  
**GCSE**

**B063/02**

**INFORMATION AND  
COMMUNICATION TECHNOLOGY**

**ICT in Context**

**WEDNESDAY 13 JUNE 2012: Afternoon**

**DURATION: 1 hour**

**Plus your additional time allowance**

**MODIFIED ENLARGED**

**Candidates answer on the Question Paper.**

**OCR SUPPLIED MATERIALS:**

**Pre-release material (inserted)**

**OTHER MATERIALS REQUIRED:**

**None**

**READ INSTRUCTIONS OVERLEAF**

## **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 on the first page. 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).

## **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 (\*).

**1 FrontLine18 has a range of hardware devices in its high street store.**

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

<b>DEVICE</b>	<b>INPUT</b>	<b>OUTPUT</b>	<b>BOTH</b>
<b>Bar-code reader</b>			
<b>Chip and PIN pad</b>			
<b>Flat screen monitor</b>			
<b>Keyboard</b>			
<b>Printer</b>			
<b>Touch screen</b>			

**[6]**

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

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**[2]**

**2 FrontLine18 uses Web 2.0 technology.**

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

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**[1]**

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

**(a) State THREE ways that FrontLine18 could make use of the data collected.**

**1** 

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**2** 

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**3** 

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**[3]**

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

**Explain ONE fully automated system that FrontLine18 could use to ensure that the data is entered by a human.**

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**[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 achieve this.**

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**[2]**

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

**Describe TWO reasons why FrontLine18 would make use of this type of repurposed content in its weekly blog.**

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[4]**

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

**1** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[4]**



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

**Explain why it is more efficient for FrontLine18 to use integrated retail software rather than separate software for each function.**

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**[4]**



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[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 continually invests in cutting edge technologies to attract new young adult customers.**

**Explain, with examples, how and why cutting edge technologies might attract young adults.**

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

[illegible]

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[8]

**11 FrontLine18 intends to evaluate its website.**

**State FOUR questions that could be asked when evaluating its website.**

**1** \_\_\_\_\_

\_\_\_\_\_

**2** \_\_\_\_\_

\_\_\_\_\_

**3** \_\_\_\_\_

\_\_\_\_\_

**4** \_\_\_\_\_

\_\_\_\_\_ [4]

**PLEASE TURN OVER FOR NEXT QUESTION**

- 12 Describe THREE ways that management at FrontLine18 might use spreadsheet software.**
- 1** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 2** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 3** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- \_\_\_\_\_ **[6]**

**Paper Total [60]**

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