

Wednesday 13 June 2012 – Afternoon

GCSE INFORMATION AND COMMUNICATION TECHNOLOGY

B063/02 ICT in Context

Candidates answer on the Question Paper.

OCR supplied materials:

- Pre-release material (inserted)

Other materials required:

None

Duration: 1 hour



Candidate forename		Candidate surname	
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Centre number						Candidate number				
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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 above. 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).
- Do **not** write in the bar codes.

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 (*).
- This document consists of **8** pages. Any blank pages are indicated.

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.

Device	Input	Output	Both
Bar-code reader			
Chip and PIN pad			
Flat screen monitor			
Keyboard			
Printer			
Touch screen			

[6]

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

.....

.....

.....

..... [2]

2 FrontLine18 uses Web 2.0 technology.

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

.....

..... [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

.....

2

.....

3

..... [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

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.....
.....

2

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.....
..... [4]

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]

11 FrontLine18 intends to evaluate its website.

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

1

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2

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3

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4

..... [4]

12 Describe **three** ways that management at FrontLine18 might use spreadsheet software.

1

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2

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3

.....

..... [6]

Paper Total [60]



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