



**GENERAL CERTIFICATE OF SECONDARY EDUCATION
INFORMATION AND COMMUNICATION
TECHNOLOGY**

B063

ICT in Context

**Friday 24 June 2011
Morning**

Duration: 1 hour

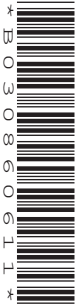
Candidates answer on the question paper.

OCR supplied materials:

- Pre-release material (inserted)

Other materials required:

None



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. Pencil may be used for graphs and diagrams only.
- 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).
- Answer **all** the questions.
- 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 (*).
- No marks will be awarded for using brand names of software packages or hardware.
- This document consists of **12** pages. Any blank pages are indicated.

1 The Debunk Art Gallery uses a wide range of communication methods.

Tick **one** box in each row to show whether the item would be used or not used.

Item	Would use	Would not use
Facebook [®]		
Wikis		
Flickr [®]		
Napster [®]		
News feeds		
Blogging		
AdSense [®]		

[7]

2 State **two** advantages and **one** disadvantage of using a social networking site for the Debunk Art Gallery.

Advantage 1

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.....

Advantage 2

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.....

Disadvantage

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..... [3]

3 Jim, the owner of the Debunk Art Gallery, needs to purchase a new web server in order to run his virtual art gallery.

Explain **three** hardware requirements.

1

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2

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3

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..... [6]

4 The Debunk Art Gallery is developing its website. One element needed on the home page is the title.

(a) State **four** other elements needed on the home page.

- 1
-
- 2
-
- 3
-
- 4
- [4]

In order to customise the website to its intended audience, Jim needs to know more about the people who will use it. He knows that their age range is 25–60 years old.

(b) State **three** other pieces of information Jim will need to know about the people who will use the new website.

- 1
-
- 2
-
- 3
- [3]

(c) Jim will use a web form on his site to capture the data. Before registering the data each customer will be sent an activation code to their mobile phone.

(i) Describe the purpose of this code.

.....

 [2]

(ii) Describe **one** other method that Jim could use.

.....

 [2]

5 Jim wants to record details of exhibitions at the Debunk Art Gallery.

Complete the table below to identify the data types that Jim could use for each field.

Name of field	Data type
Date of exhibition	
Name of artwork exhibited	
Sold	

[3]

6 The Debunk Art Gallery has purchased a domain name for its website.

Explain **three** reasons why it is important for the gallery to have its own domain name.

1

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2

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3

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[6]

8 Jim at the Debunk Art Gallery wishes to use embedded media on the website.

Describe the term **embedded media**, giving examples of how it could be used on the gallery website.

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..... [4]

9 Jim decides to develop a system that makes use of cloud computing.

Describe **one** advantage and **one** disadvantage of cloud computing for the Debunk Art Gallery.

Advantage

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Disadvantage

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..... [4]

10
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