



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

* 5 9 2 2 9 5 0 6 8 1 *

APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

9713/13

Paper 1

October/November 2010

1 hour and 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.

The businesses described in this paper are entirely fictitious.

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This document consists of **18** printed pages and **2** blank pages.



Scenario 1
Questions 1 and 2

*For
Examiner's
Use*

The Queen Elizabeth Hospital uses ICT to help run its Intensive Care Unit. During the day the nurses work long shifts and find it difficult to get to a bank. They find it easier to use online banking with their existing accounts.

Scenario 2
Questions 3 and 4

*For
Examiner's
Use*

Plyroc is an expanding company which supplies building materials such as house bricks, paving stones etc and offers buildings' insurance. It currently advertises using flyers and posters in the local community.

Plyroc would like, however, to advertise to a larger audience. It has a small advertising department with office based staff which has been asked to produce a slide show using presentation software. The slide show will be shown in a number of shopping malls.

- 4 (a) Slide shows have features which are not found in flyers or posters.
Describe how **four** of these features could be used in the slide show.

*For
Examiner's
Use*

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[4]

- (b) Using examples, describe these **three** advertising applications.

Product

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Business

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Service

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[3]

Scenario 3
Questions 5 and 6

*For
Examiner's
Use*

The WIMBA car company has a computerised payroll system. It has a master file which contains details of each worker relevant to the payroll and this is updated weekly with the details stored in a transaction file.

As well as producing the payslips, the payroll system generates reports every time the payroll is run.

The manager of the payroll department uses time management software to help him arrange his workload.

Scenario 4
Questions 7 and 8

*For
Examiner's
Use*

The Oxbridge International Examination Board is planning to use ICT to mark candidate answers to their examination papers.

They have employed Iqbal to provide a systems life cycle approach to developing the new system. He has already researched the existing system and recorded information about it using a data flow diagram.

A database of candidates including their marks for each question will need to be created.

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