

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Advanced Level

CANDIDATE NAME										
CENTRE NUMBER							ANDII UMBE			

131296963

APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

9713/12

Paper 1

May/June 2013

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.

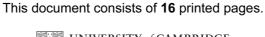
You may use a pencil for any diagrams, graphs or rough working.

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.

The businesses described in this paper are entirely fictitious.



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Scenario 1 Questions 1 and 2

For Examiner's Use

The North Siberia Motor Company is a manufacturer of cars and vans. It has a modern factory and a computerised production line in Verkhoyansk. Robot arms are used in the manufacture of each car.

Temperatures are very low most of the year, but it still gets very warm in summer. An air conditioning system has to be used to maintain a constant temperature. In addition to its normal components the system also has heating elements. A Programmable Logic Controller (PLC) uses a PID algorithm to control the air conditioning system.

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1	(a)	Describe, using examples from the scenario, the difference between discrete process control and continuous process control.	For Examiner's Use
		[6]	
	(b)	Describe how a PLC would use a PID algorithm to maintain a constant temperature in the air conditioning system.	
			1

2	(a)	Name two end effectors which would be attached to the robot arms for the holding of car body parts.	Exam Us
		1	
		2 [2]	
	(b)	Name and describe the role of three end effectors used in the painting process.	
		1	
		2	
		3	
		[6]	

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(c)	Programmers can use sensors when programming robot arms to carry out a task when assembling a car.
	Describe four of the steps to carry out the programming of the arm.
	1
	2
	3
	4
	[4]
(d)	Describe four costs to the company of introducing robotic arms.
	1
	_
	2
	_
	3
	4
	[4]

(e)	Describe two benefits to the workers caused by the company using robotic arms.
	1
	2
	[2]

Scenario 2 Questions 3 and 4

For Examiner's Use

A UK book publisher uses an out of date record keeping system for storing:

- details of the books it publishes
- the bookshops it sells them to.

The company publishes many books by a number of authors. Anneke, the managing director, wants to introduce a new system and she has employed the services of a systems analyst, Hasani, to investigate the current system and create the new one.

Hasani will use a variety of methods to collect information about the existing system before designing the new one.

It is likely that Hasani will decide to create a relational database system.

3	(a)	Identify three methods Hasani could use to collect information when researching the current system and for each method describe one benefit and one drawback.
		Method 1
		Benefit of method 1
		Drawback of method 1
		Method 2
		Benefit of method 2
		Drawback of method 2
		Method 3
		Benefit of method 3
		Drawback of method 3
		[9]
	(b)	Name and describe two types of diagram which Hasani could use to record the information he will collect when researching the current system.
		1
		2
		[4]

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(c)	After Hasani has completed the analysis stage he will decide on the following items during the design stage.
	For each item, describe a factor which will influence the choice of the item.
	Specifying the required hardware
	Designing data collection forms/screen layouts
	Designing validation routines
	Designing the required file structure
	[4]

1	(a)	Using this scenario describe what is meant by a key field.
		[2]
		[2]
	(b)	Describe how the key field will be used in the creation of a relational database.
		[3]
	(c)	Give three reasons why a relational database would be better than two separate flat files.
		1
		2
		3
		[3]

Scenario 3 Questions 5, 6 and 7

For Examiner's Use

Middletown Bank operates a phone banking system as well as maintaining a number of branches throughout New Zealand. The bank has a call centre in Mumbai, India.

When using this system of phone banking, customers are asked to provide details of their bank account before giving three characters from their six character password. These are never the same three characters in successive logins. Phone calls are processed using Interactive Voice Response (IVR) software.

The bank is looking to further reduce costs. It is in the process of introducing an online banking system which may lead to branch closures.

Middletown is aiming to expand and offer a number of extra services to customers. It has asked an advertising company to help it advertise these. It has decided to use multimedia presentations in shopping malls to do this.

5	(a)	Give two items of bank account information, other than their password, that a phone banking customer is asked to input using the phone.	For Examiner's Use
		1	
		2	
		2	
		[2]	
	(b)	Explain why the system asks for just three characters of the customer's password.	
		[3]	
	(c)	Describe three steps in the processing of a customer's request by IVR software.	
		1	
		2	
		3	
		[3]	

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(d)	Give two reasons why a customer might not be satisfied with the phone service.
	1
	2
	rol
	[2]

(a)	Describe three ways in which online banking will cut costs for the bank.
	1
	2
	3
	[3]
(b)	Describe two ways in which initial costs to the bank will be greater due to the introduction of online banking.
	1

6

(c)	Apart from not having to travel to the local branch of their bank, describe four benefits to the customer of online banking.
	1
	2
	3
	4
	[4]

(a)	Identify three other types of organisation which would use service advertising.	For Examiner's
	1	Use
	2	
	3[3]	
(b)	Compare and contrast the use of a slide show with alternative methods of advertising.	
	[3]	

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