

# OCR

Oxford Cambridge and RSA

**Friday 25 May 2018 – Morning**

**AS GCE**

**APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY**

**G041/01/IC** How Organisations use ICT

**INSERT**

**Duration:** 1 hour 30 minutes



**INFORMATION FOR CANDIDATES**

- This document consists of **12** pages. Any blank pages are indicated.

**INSTRUCTION TO EXAMS OFFICER/INVIGILATOR**

- Do not send this Insert for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.

### NOTICE TO CANDIDATES

The work you submit for these pre-release tasks **must** be your own.

- If you copy from someone else or allow another candidate to copy from you, or if you cheat in any other way, you may be **disqualified** from at least the subject concerned.
  - You **must** always keep your work secure and confidential while you are preparing it. **If it is stored on a computer network, keep your password secure. When printing work, collect all copies from the printer and destroy the copies you don't need.**
  - Any materials (e.g. books, information from the internet, etc) that you have used to help complete this work **must** be clearly acknowledged in the work itself.
- 
- All work **must** be submitted to your teacher once completed. Ensure you include your name, candidate number and centre number on all pages and that each page is hole-punched in the top left hand corner and secured with a treasury tag.
  - **You must not submit any materials other than your response to the pre-release tasks.**
  - When you hand in your completed tasks, you will be required to sign that you have understood and followed the regulations by completing a Candidate Authentication Statement.
  - Your work will be returned to you at the start of the exam, in the exam room. At the end of the exam you **must** attach **all** tasks to your question paper using the treasury tag.

**ALWAYS REMEMBER:**

**YOUR WORK MUST BE YOUR OWN**

## PRE-RELEASE TASKS – INSTRUCTIONS FOR CANDIDATES

Read the attached case study and these instructions carefully, then do the tasks detailed below. There are two types of task.

In Task 1 you will produce notes that will help you to answer questions in the examination for this unit. The other tasks will be marked and will contribute up to 30 of the 100 marks available for this unit.

You will need your completed tasks when you take the examination for this unit.

The work produced in response to the pre-release tasks **must** be submitted to your teacher when it is completed. The work **must** be presented as a hard copy.

It is not acceptable for you to copy large parts of material from other sources as the tasks require you to apply your knowledge to the case study. Any books, information leaflets or other material (e.g. videos, software packages or information from the internet) which you have used to help you complete this work **must** be clearly acknowledged in the work itself. To present material copied from books or other sources without acknowledgement will be regarded as deliberate deception.

You **must not** submit any material other than your response to the pre-release tasks.

The work **must** be collated so that it is presented in task order.

Each page of the work **must** be marked clearly with your name, centre number and task number.

When you have completed the tasks you **must** sign and date a Candidate Authentication Statement. You **must** then ask your teacher to sign to confirm that the work is your own.

### Task 1

Do your own research and make notes which:

- describe the job functions/departments in 'Off The Table Publishing' (OTTP)
- describe the roles of the personnel in OTTP
- describe the communication OTTP has with its suppliers
- describe the main processes carried out by OTTP, including the inputs, the processing, the calculations and the outputs involved
- describe the ICT systems used in OTTP
- explain the impacts of the increased availability of electronic information on OTTP, the steps the company could take to overcome these impacts and the effects this might have on staff.

**Task 2**

OTTP sells books directly to customers in their workplace.

Draw a diagram to explain how information moves, within OTTP and with outsiders, during the process of selling a new book title to customers. The process starts when the new book title arrives in the warehouse. The process finishes when the books are received in the customers' workplace.

Your diagram should show:

- who sends the information
- who receives the information
- the type of information communicated
- the method by which it is communicated.

[15]

**Task 3**

The Copyright, Designs and Patents Act (1988) has a significant impact on book publishers such as OTTP.

Do some research and produce a word processed report for the owner. Your report **must** explain how OTTP would comply with the Copyright, Designs and Patents Act (1988) and evaluate the impacts of the Act on OTTP, its staff and authors.

Briefly evaluate the method(s) you used to complete this report.

The work you produce for Task 3 **must not** exceed 500 words, including the evaluation of the methods you used.

You **must** include a word count.

Marks will be awarded for the quality of written communication in your answer.

You **must** acknowledge all information sources you used. This is not included in the 500 words.

[15]

## Off The Table Publishing (OTTP) case study

### Introduction

OTTP is a company that publishes non-fiction books. The company has an office building where most of their staff are based and a warehouse where the printed books are stored. The office building and warehouse are located on an industrial estate in Oxfordshire. The books are typeset and printed overseas.

### Goods and services provided

OTTP specialises in publishing 'how to' books and travel guides. These books are published as series, with similar titles and layouts across all the books in a series. OTTP decides what to publish based on market research and knowledge of current trends. Specialist series editors and authors are commissioned to create the content of the books.

The company also publishes coffee table books. These are one-off titles with each book having its own style. Coffee table books are large format, high quality and extensively illustrated books designed, as the name suggests, to be left on a coffee table for guests to browse and to promote conversation. These books are often produced as a result of an author, artist, photographer or organisation (a client) approaching OTTP with a body of work they want to be published. Only a relatively small number of each of these books is printed.

### Staffing and job functions (See Appendix 1 – Organisational structure)

The owner of OTTP is responsible for the day-to-day running of the company. Three directors report directly to the owner. These are the Commissioning Director, the Business Services Director and the Operations Director. One or more managers report to each director. Each manager is responsible for one or more job functions. For example, the Warehouse Manager is responsible for warehousing and distribution.

### Development

The Development Manager oversees the work of the research and design job functions. Research assistants research new topics and trends using the internet, printed media and focus groups. Research assistants then organise market research campaigns to find out how well a proposed new book series might sell.

Once the topic for a new book series has been decided by the Commissioning Director, designers develop draft cover designs and page layouts that could be used for all the books in the series. Designers then act on feedback from the Commissioning Director to produce final designs. When OTTP are approached to produce a coffee table book, the designers create a mood board using the body of work provided. They present the mood board to the client to gain feedback. The designers then create a design for the books based on the client's feedback.

### Production editors

Production editors report directly to the Commissioning Director. Their role is to take the page layout designs and develop a series of books that are ready for printing. The production editor must work with the series editor and authors to ensure production deadlines are met and that the final copy produced meets the design requirements.

## **Human resources (HR)**

The HR Manager oversees the work of the HR assistants. As well as looking after the recruitment and welfare of OTTP staff, the HR assistants draw up agreements for the commissioning of series editors and authors.

## **Finance and administration**

The Finance and Administration Manager oversees the work of the finance clerks and administration assistants.

The finance clerks are responsible for keeping the company's financial records. Their job also involves keeping records of advance payments made to series editors and authors and the royalties paid to them based on book sales.

The administration assistants' work involves day-to-day office tasks, such as dealing with correspondence and ordering office supplies.

## **Sales**

The Sales Manager contacts book shops and other retail outlets that sell books to persuade them to stock the titles published by OTTP. The Sales Manager is also responsible for a team of travelling salespeople. The travelling salespeople visit schools, offices and other workplaces to leave samples of the books available for people to inspect and, hopefully, order.

## **Warehousing**

The Warehouse Manager oversees the work of the warehouse assistants and the distribution clerks. The warehouse assistants pick and pack orders for books from the stock of books in the warehouse and update the stock database. The distribution clerks organise the delivery of books to retailers and customers.

## **ICT systems**

There is a local area network (LAN) that links all the computers in the company's office building. The server and other network equipment is located in a secure room, which only the Business Services Director has access to. Within this room there is a router attached to the server that provides broadband internet access.

Each member of staff in the office building has a desktop computer. Most are of a standard specification with a 21" flat screen monitor and access to a networked monochrome laser printer. Designers and production editors have high specification computers with larger flat screen monitors and a shared A3 colour laser printer. All software and data is stored on the server. The data can be accessed from all workstations but only by those authorised to do so. For example, only HR staff can access personnel records.

Each member of staff in the warehouse has a tablet computer. These use a wireless access point to link to the company LAN and to a wireless laser printer. The tablet computers use a stock control app that updates the stock data that is stored in a database on the network server.

As the company does not employ any IT staff, if an IT problem occurs, the Business Services Director telephones a local IT support provider. The Business Services Director explains the nature of the problem and the IT support provider determines whether the problem can be resolved remotely or if on-site support is required and confirms this with the Business Services Director.

### **Procedures for commissioning a book series**

Each series of books requires a series editor and one or more authors for each book in the series. These are specialists in the series topic, who have the expertise to write or edit the content of the books. The series editor and authors are paid royalties based on the number of books sold. However, in most cases, they are paid a lump sum in advance, which the company recovers from the royalties when the books are published and sold. The Commissioning Director will decide the percentage of each book sale that will be paid as royalties and the advance payment that will be offered to the series editor and each author.

The Commissioning Director keeps a list of specialists in different topics that have worked with the company before or who are known to have expertise in a particular area. The Commissioning Director will contact people from this list in the first instance. If the list does not provide the people required, the Commissioning Director will email advertisements to specialist magazine publishers for publication in their magazines. The advertisements include details of the required areas of expertise so that they attract appropriate people.

The Commissioning Director passes details of the chosen series editor and authors, along with the royalty percentages, the advance payments due and the deadlines for completing the work, to the HR Department. An HR assistant adds the details to a commissions database and produces agreements for the series editor and authors to sign. The details of the series editor and authors will then be passed to the production editor who will be responsible for the book series.

### **Procedures for creating a book series**

The production editor provides the series editor and authors with parameters, such as the number of chapters, word limits and number of illustrations required. The production editor may also provide a style guide for authors to use. The series editor and authors work together to develop the content for each book. They communicate with each other and with the production editor by email.

Authors are given access to image libraries that the company subscribes to, so that they can source any images required. Authors are encouraged to use these image libraries as using the images does not incur any additional cost. If further images are needed, the author may provide them or may provide detailed instructions on what the image must show. The production editor will then commission an artist to create the image and emails them the author's instructions to work to. If the author has provided an image, they must also provide details of its source. The production editor must then determine the copyright status of each image and seek permission to use it. The production editor will be given a budget for the sourcing of images, which may determine whether a particular image is used or not. The production editor must keep a record of the sources of all images used and any permission gained, so that these can be acknowledged in the final book.

The production editor collates the text and images for each book on their computer and sends this information along with the agreed page layout designs to the typesetting company. Electronic Data Interchange (EDI) is used for this, as it is more secure than email and the files are large. The typesetters set up the pages as pdf files ready for printing and send them back to the production editor.

The production editor uses the A3 colour printer to print page proofs. These are sent to the series editor and the author to check and annotate any amendments required. The production editor decides which amendments should be actioned and marks these up on the pdf pages. These are sent back to the typesetter to make the changes and, after a check of final page proofs, the book is ready for print.

## Stock control procedures

The printed books are delivered to the warehouse. The Commissioning Director will have used the results of market research and other factors to determine how many of each book OTTP is likely to sell. The initial print run will print and deliver at least enough books to meet this requirement, as frequent smaller print runs add to the costs. The stock database is pre-set with the ISBN, title and print-run size before the books are delivered. A second print run will only be authorised if a title is selling better than projected and there is a definite market for further sales.

Each book has a barcode on the back cover. The Warehouse Manager uses the camera on a tablet computer to capture an image of the barcode. The stock control app interprets the barcode image to locate the book ISBN and title, which are displayed on the screen of the tablet computer. The Warehouse Manager confirms that the expected number has been received. The number stored in the print-run\_size field for that ISBN in the stock database is then copied to the number\_in\_stock field.

When books are removed from the warehouse, a warehouse assistant uses the same method to capture the barcode of each book title and enters the number of that book title being removed. This number is deducted from the number\_in\_stock field for that ISBN in the stock database.

Once a month, the Warehouse Manager runs a report to show the stock level for each book title. This is sent to the wireless printer for printing.

## Sales and distribution procedures

When copies of a new book title arrive in the warehouse, a distribution clerk organises for sample copies to be sent to each travelling salesperson. The distribution clerk uses a courier service to deliver the books and a delivery note to each salesperson. The salesperson takes a range of sample books, including the new title, and hands them to their workplace contact, along with an order form. When the salesperson returns to collect the sample books, the workplace contact gives them the completed order form and the money to pay for the books. The salesperson makes a mobile phone call to a warehouse assistant to give them the order details. The warehouse assistant removes the ordered books from stock and prints a delivery note. These are handed to a distribution clerk, who uses the courier service to deliver the books to the workplace contact. At the end of each week the salesperson emails a breakdown of the orders for that week to the Sales Manager. The salesperson pays the money collected directly into the company's bank account.

The Sales Manager takes orders for books from book retailers. Details of the orders are stored on the server. A finance clerk accesses the order details and creates an invoice, which is sent to the retailer for payment. The order details are emailed to a warehouse assistant who removes the ordered books from stock and hands them to a distribution clerk. The distribution clerk arranges delivery of the books to the retailer.

## Procedures for paying authors and series editors

Royalties are paid to authors and series editors twice a year, in March and September. The Sales Manager must determine the revenue from the sales of each book title sold in the previous six months. For direct sales, this is found from the weekly breakdown of orders from each salesperson. For retail sales, the revenue from sales of each book title is found from the order details stored on the server. The ISBN is used to link a book title to its author and series editor in the company's database.

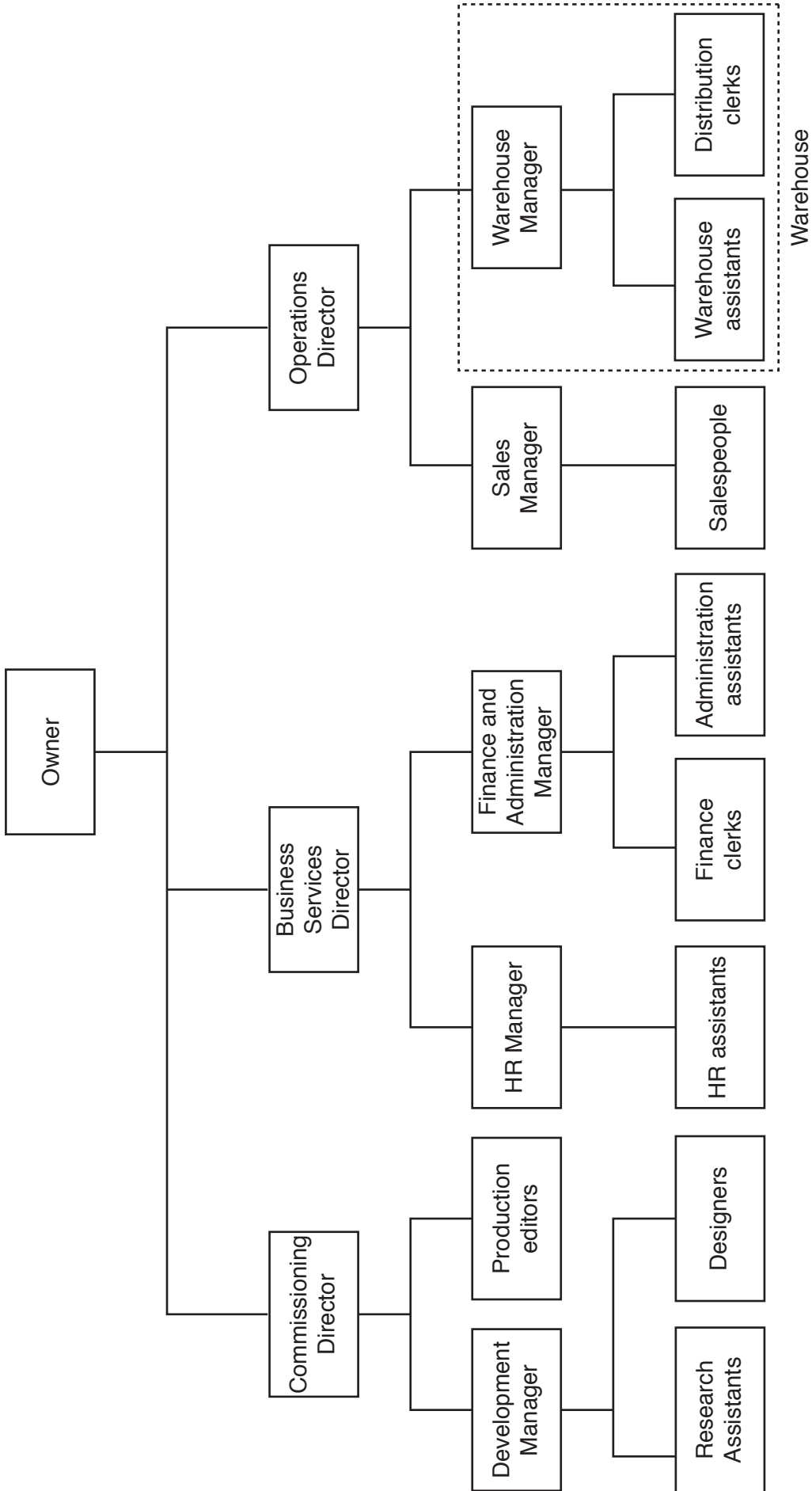
The agreed royalty percentage and advance payment are looked up. The revenue from direct sales and retail sales of each book title are added together. The total revenue is multiplied by the royalty percentage to give the total royalty due. Any advance payment is subtracted from the total royalty due to give the amount to be paid for that book title. A royalty statement is produced for each author or series editor. This includes a sheet for each book title that shows a breakdown of the calculations and a separate summary sheet. For series editors, all titles in the series will be shown on the summary sheet



with the payment due for each title. These payments are added together to give the total payment due, which is also shown on the summary sheet. For authors, all book titles they contributed to will be shown.

The royalty statements are emailed to the relevant author or series editor, while the payments are made directly into their bank accounts via BACS.

Appendix 1 – Organisational structure







**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.