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AS GCE

APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

G041/01/IC How Organisations use ICT

INSTRUCTIONS FOR CANDIDATES

JUNE 2019



INFORMATION FOR CANDIDATES

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

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 CovGo Travel (CGT)
- describe the roles of the personnel in CGT
- describe the communication CGT has with its suppliers
- describe the main processes carried out by CGT, including the inputs, the processing, the calculations and the outputs involved
- describe the ICT systems used in CGT
- investigate the issues with the current system identified by the Managing Director of CGT and recommend improvements that could be made.

Task 2

CGT takes bookings from groups as well as individual customers.

Draw a diagram to explain how information moves, within CGT and with outsiders, during the process of a group booking a holiday. The process starts when CGT is first contacted. The process finishes when the receipt of the deposit is confirmed.

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 Managing Director is considering closing the local offices so that location inspectors and tour leaders work from home. If this happens, jobs would be allocated directly from head office and technology would be needed to allow location inspectors and tour leaders to access company data remotely.

Do some research and produce a word processed report for the Managing Director. Your report **must** explain the technology that would allow company data to be accessed remotely and evaluate the impacts of the changes in working practice on CGT staff.

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]

CovGo Travel (CGT) case study

Introduction

CGT is a travel agent that sells holidays in the UK and the near continent (France, Belgium and the Netherlands). The company has a head office which is located on a business park in Coventry. It also has a number of small local offices in different towns around the UK.

Services provided

CGT specialises in holidays for two distinct age groups: young people between 12 and 17 years of age, and retired people, mostly over 65 years of age. This allows them to operate all year round.

The holidays for young people take place during school holidays. They include holidays based at activity centres which offer a range of activities such as rock climbing or water sports.

Holidays for retired people take place during school term times, when prices are lower. One type of holiday CGT sells for this age group is city centre holidays, which include organised visits to different attractions, such as museums, art galleries and historic buildings. CGT also sells holidays based in seaside hotels to this age group. These include day trips to points of interest and organised evening entertainment.

Travel to and from all the holiday locations is by coach. For continental holidays the coaches cross the English Channel on a ferry or on a train through the Channel Tunnel.

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

The company is run by a Managing Director who is assisted by two other directors. These are the Customer Liaison Director and the Operations Director. Each director is responsible for a number of job functions. The Customer Liaison Director is responsible for the sales and the marketing job functions. The Operations Director is responsible for all other job functions. The Managing Director is directly responsible for the local offices.

Sales

The sales department is run by the Sales Manager who is supported by a number of sales assistants. This department receives bookings from customers and records the details in a bookings database.

Marketing

The Marketing Manager leads the marketing department and is supported by a number of marketing assistants. This department is responsible for advertising the holidays offered by the company to increase its customer base and the number of holidays it sells. To do this, marketing assistants create advertisements to be placed in magazines and newspapers. They also create posters and flyers and arrange for these to be printed in bulk. The marketing assistants use mailing lists to post flyers to appropriate recipients. They also send posters and flyers to the local offices for distribution.

Local offices

Each local office is run by an office manager. Location inspectors and tour leaders are based in these offices so they are nearer to holiday venues and customers. The office managers visit schools, youth groups, clubs for retired people and sheltered housing communities to distribute posters and flyers and give talks to encourage people to book a holiday. The office managers also organise the work of the location inspectors and tour leaders based on information they receive from the Customer Liaison Director and the Operations Director. The job of the location inspectors is to visit potential new accommodation suppliers' premises (hotel, hostel, activity centre). They carry out risk assessments

and determine each supplier's suitability for inclusion in a CGT holiday. At least one tour leader is assigned to each group of holidaymakers. Their role is to liaise with the accommodation staff, ensure that everyone is accounted for and generally look after the holidaymakers' needs. For young people's holidays one tour leader is assigned for every ten young people.

Human Resources (HR)

The HR Manager and HR assistants are responsible for all aspects of staff recruitment, welfare and training. As tour leaders will be working with young people and potentially vulnerable adults, they will need to undergo an enhanced Disclosure and Barring Service (DBS) check. The HR function is responsible for arranging these checks for potential tour leaders, receiving the results and ensuring certificates for existing tour leaders are kept up-to-date.

Finance and administration

The Finance and Administration Manager is responsible for both the finance and the administration functions. Finance clerks keep records of all financial transactions. This includes money received from customer bookings and payments made to suppliers such as coach companies. Money paid to staff as wages is also recorded. Finance clerks are also responsible for ensuring all payments are made. Administration assistants do standard office tasks, such as dealing with correspondence.

Purchasing

The Purchasing Manager and purchasing assistants work with the company's suppliers. The suppliers include accommodation, coach companies and attractions. It is the job of the purchasing department to ensure, for example, that sufficient rooms are booked for each holiday.

ICT systems

There is a local area network (LAN) that links all the computers in the company's head office. The server and other network equipment is located in a secure room, which only the Operations 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. Marketing assistants have computers with a higher specification and larger flat screen monitors. They share a 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 finance clerks can access financial records.

The office manager in each local office has a desktop computer with a flat screen monitor and a local monochrome laser printer. Standard office software (word processing, spreadsheet, email, browser) is stored on this computer. Each office has a wireless router to provide broadband Internet access. Location inspectors and tour leaders each have a 10" tablet computer that has wireless connectivity only. A mobile version of the same office software is stored on each tablet computer.

Procedures for setting up new holiday destinations

When CGT decides to offer a new holiday destination, the Operations Director searches on the Internet and in trade directories for potential accommodation suppliers in the new destination. The Operations Director contacts each supplier by telephone or email to find out if they would be interested in working with CGT.

If a positive response is received, the Operations Director emails each new supplier's details to the office manager in the local office nearest to them. This will be the Folkestone office for suppliers in

France, Belgium and the Netherlands. The office manager assigns a location inspector to visit and inspect each supplier's premises and to complete a risk assessment. The location inspector downloads a word processed template from the office manager's computer onto their tablet computer. During the visit, the location inspector uses the tablet computer to record answers to a range of questions about the premises, such as the number of rooms, the number and experience of staff and the activities they offer. The template compares the answers entered with stored values of expected standards. If a value differs from the expected standard it is formatted in italics to indicate that there may be an issue. A report on the location inspector's findings is produced.

When the location inspector returns to the local office, they upload the report onto the office manager's computer. The office manager attaches the report to an email to the Operations Director.

The Operations Director uses the report to decide whether or not the supplier's premises meet CGT's standards and emails the outcome to the supplier, along with a signed agreement, if they are approved, detailing the services CGT will require. The supplier prints and countersigns the agreement before returning it to the Operations Director by post. Details of approved accommodation suppliers are passed to the Purchasing Manager.

Procedures for selling holidays

Four times a year, the three directors meet to decide which holidays the company will offer in the following year. The Customer Liaison Director provides details of the holidays to the Marketing Manager so that the marketing assistants can produce advertisements, posters and flyers. The Operations Director passes the details to the Purchasing Manager.

It is the purchasing department's responsibility to place orders for all of the components of the holidays that CGT plans to sell. This includes coaches, accommodation and entry to any attractions included in the holiday. CGT has a contract with a national coach hire company, although other companies are used if necessary. For each holiday, a purchasing assistant produces a purchase order for a 49 seat coach and posts this to the coach hire company. The purchase order includes the pick-up point(s), destination and duration of the holiday. If the destination is on the near continent, the coach hire company books the ferry/train crossing and adds the cost to their invoice. The invoice is posted to the finance clerks at CGT after the holiday has taken place.


CGT tries to ensure that each coach is full, as empty seats result in a lower profit. This means that purchasing assistants make a provisional booking for accommodation for 49 people (which include the tour leader(s) and coach driver) with an approved accommodation supplier. They also make provisional bookings for the same number of people for entry to any attractions. Provisional bookings are made by email.

CGT closes bookings two weeks before the departure date for each holiday. A purchasing assistant accesses the bookings database to determine how many people have booked the holiday and the actual accommodation required. They create and post a purchase order for the required accommodation to the accommodation supplier. This allows the supplier to release any excess rooms and advertise them on late booking sites. The purchasing assistant also creates and sends purchase orders to each provisionally booked attraction, stating the actual number of entries required. These suppliers also post an invoice to the finance clerks at CGT after the holiday has taken place.

Procedures for booking holidays

DB

Booking Input Form

-  X

Customer surname

First name

Address

Telephone

Locality

Email address

City

Postcode

Holiday code

▼

Destination

Departure date

▼

Number of guests

▼

Number of rooms

▼

Total Price

Guests

No.	First name	Surname	DOB (under 18s only)	Special requirements
1				
2				

[Click here to add rows](#)

Pick-up point

▼

Monthly instalments required

☐ Yes
 ☒ No

SUBMIT

DELETE

Fig. 1

Individual customers can book a holiday by telephoning a sales assistant. The sales assistant takes details from the customer. This includes their name and contact details, and details of the holiday they want to book. The sales assistant uses a data input screen to enter details of the booking into the bookings database (see **Fig. 1**). The sales assistant first keys in the customer's surname, first name, address, telephone number and email address, if they have one.

Next, the sales assistant asks for the holiday code that the customer wants to book and selects it from a drop down list. The destination is looked up and displayed to verify that the correct code has been entered. Next, the sales assistant uses a drop-down list to select the required departure date from those available. CGT calls the people actually going on the holiday 'guests'. The guest(s) may or may not include the person making the booking. For example, a parent may make a booking for their child or children to go on a young people's holiday. The sales assistant selects the number of guests and the number of rooms the customer requires from drop down lists. The holiday code is used to look up the price per guest for the holiday. The price per guest is multiplied by the number of guests to give the total holiday price. This is displayed on screen and told to the customer. If the customer decides not to continue with the booking, the sales assistant clicks the DELETE button to clear the customer's details from the database.

If the customer decides to continue with the booking, they must provide details of all the guests. For each guest, the sales assistant must enter their first name, surname, date of birth (DOB) if they are under 18 years old and any special requirements such as allergies or mobility issues. These details are keyed into a table. If there are more than two guests there is a hyperlink the sales assistant can click to add more rows. The sales assistant then uses a drop-down list to select the required pick-up point from

those available. All customers must pay a deposit of 25% of the holiday price. CGT offers customers the option to pay the balance in monthly instalments, rather than all at once. The sales assistant uses radio buttons to indicate whether the customer wants to use this option or not. The sales assistant then reads back the information to the customer to check it is correct before clicking the SUBMIT button and finishing the telephone call.

The system divides the total holiday price by four to calculate the deposit. This is then subtracted from the total holiday price to calculate the balance due. The system subtracts 28 days from the departure date to give the date the balance must be paid. If the Yes radio button has been selected, the current date and balance due date are used to work out the possible number of monthly payments. The balance due is divided by the possible number of monthly payments to give the amount of each payment.

The data is used to create a booking form (see **Appendix 2 – A booking form**). The sales assistant prints two copies of the booking form and posts them to the customer. The customer must complete and sign one of the forms and post it back along with a deposit. To pay the deposit, the customer can either fill in their payment card details on the form or include a cheque. Once the deposit is received, the sales assistant sends a letter confirming the booking.

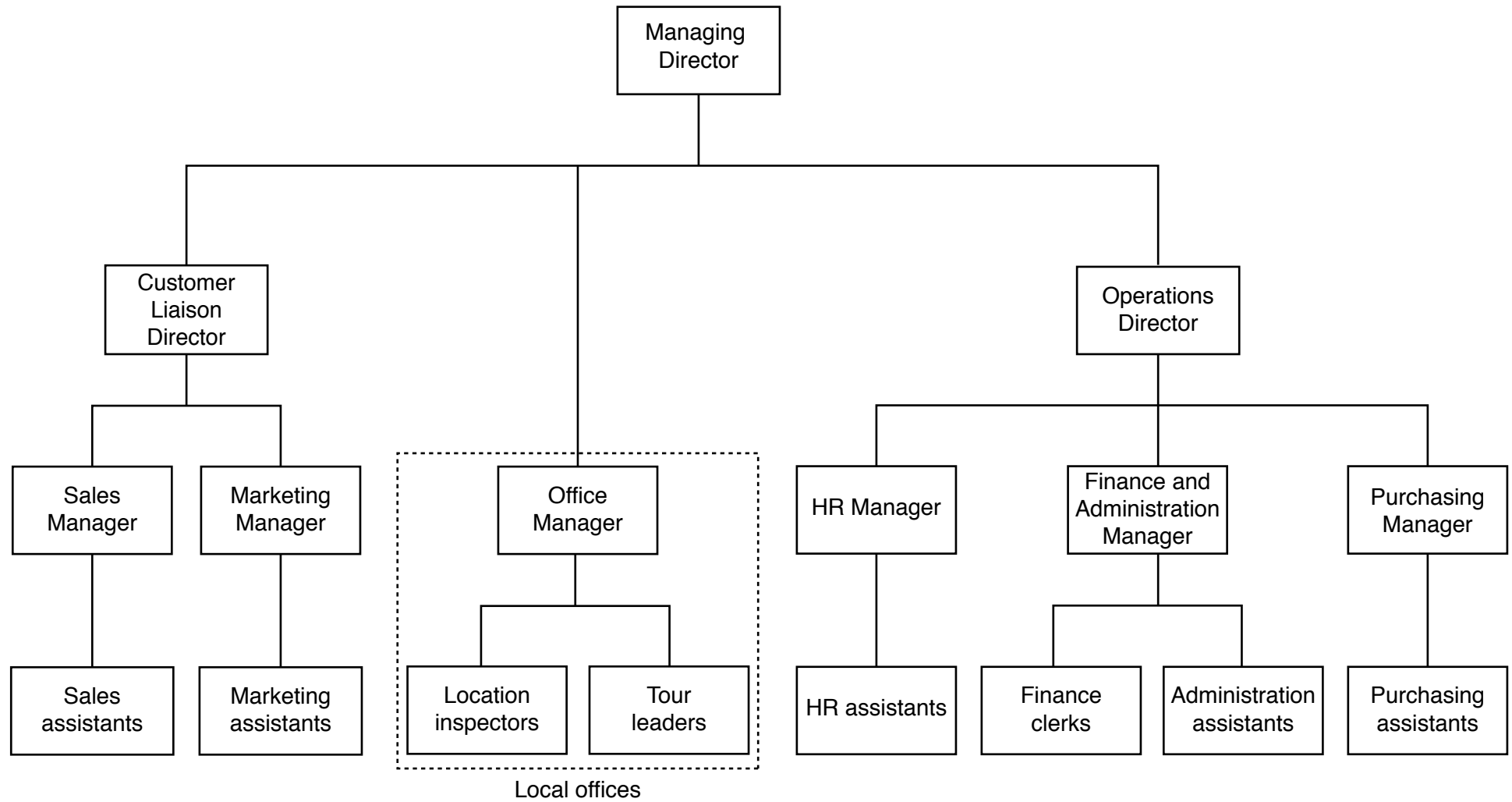
CGT also takes bookings from groups, such as a school, youth club or retirement club. Group bookings are usually for about 46 people, so they fill a coach. The holiday can then be customised to meet the group's requirements, for example by changing the pick-up point and/or the activities organised. To book a group holiday, the group organiser must telephone the Sales Manager. The group organiser must give their contact details and the holiday requirements for the group. The Sales Manager works out what the holiday will cost, including any group discounts, and tells the group organiser. The Sales Manager then sends an email to a sales assistant with the group organiser's contact details, the agreed holiday requirements and cost. The sales assistant generates a group booking form and posts it to the group organiser. The group organiser must complete the form with details of all those who will be going on the holiday and post it back to the sales assistant. The booking form includes a booking code and instructions for paying the required deposit. The group organiser must use online banking to pay the deposit directly to CGT's bank. They must use the booking code as a reference for this. A finance clerk uses online banking to check the company's bank account for details of any payments received. The finance clerk produces a list of payments and booking codes and emails this to the sales assistant. The sales assistant checks the list to confirm that the group's deposit has been paid. The sales assistant then posts confirmation of the booking to the group organiser.

Concerns and future plans

The Managing Director is aware that the company is making limited use of technology, particularly in relation to marketing and bookings. The Customer Liaison Director has reported that booking numbers are down in comparison to competitors, particularly for young people's holidays. While the company has invested in tablet computers for location inspectors and tour leaders, these are not being used to their full potential, as external wireless hotspots are not always secure.

The Managing Director is also considering whether the local offices are necessary. It should be possible for location inspectors and tour leaders to work from home and be allocated jobs directly from the head office. However, technology would need to be put in place to allow them to access company data remotely.

Appendix 1 – Organisational structure



Appendix 2 – A booking form

CovGo Travel

Westhood Way
Coventry
CV14 8QJ
Telephone: 02419893421
Email: sales@covgotravel.co.uk

Booking Form

Date: 02/10/2018

Customer	Holiday code	U18LLAN
Ms S Freemont 58 New Road Oldford Nottinghamshire NG27 0MQ	Destination	Llanberis
	Departure date	12/08/2019
	Number of guests	2
	Number of rooms	1
	Pick-up point	Nottingham Bus Station

Guests

No.	First name	Surname	DOB (under 18s only)	Special requirements
1	Theo	Freemont	29/11/2006	Peanut allergy
2	Nathan	Freemont	21/02/2005	None

Price per guest	Number of guests	Total holiday price
£300	2	£600
	Deposit required	£150
	Balance due on or before 15/07/2019	£450

All prices include 20% VAT

You have opted to pay the balance by monthly instalments. You will need to pay **nine** monthly instalments of **£50** on **15th** of each month. The first payment will be due on **15/11/2018**.

Deposit Payment (please tick one of the following options and complete card details if this option chosen.)

I enclose a cheque for £150 made payable to CovGo Travel ☐

Please take the payment of £150 from my debit/credit card ☐

Card number

Expiry date

Name on card

Security code

I agree to CovGo Travel's terms and conditions and to pay the balance of the holiday price as specified above. I understand that I will forfeit my deposit if I cancel the holiday up to 28 days before departure and will be liable for the total holiday price, if I cancel after this date.

Signed _____ Date _____

Please sign and post one copy of the completed booking form to the Sales Department at CovGo Travel using the address at the top of the form. Please retain the second copy of the form for your records.

Registered Office: Westhood Way, Coventry, CV14 8QJ, Telephone: 02419893421
VAT REG NO: 701 3124 43

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