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Oxford Cambridge and RSA

Friday 11 January 2019 – Afternoon**LEVEL 3 CAMBRIDGE TECHNICAL IN IT****05838/05839/05840/05841/05842/05877** Unit 2: Global information**Duration: 1 hour 30 minutes****C382/1901****You must have:**

- a clean copy of the pre-release (Insert C386)

First Name

Last Name

Centre
Number

Candidate
Number

Date of
Birth

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if required but you must clearly show your candidate number, centre number and question number(s).

INFORMATION

- The case study should be used to answer questions in Section A.
- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of **12** pages.

FOR EXAMINER USE ONLY	
Question No	Mark
1	/5
2	/10
3	/7
4	/8
5	/10
6	/19
7	/21
Total	/80

Answer **all** the questions.

Section A

This section relates to the case study on PH Your Flowers.

1 (a) Photographs of the flowers are shown on the website.

(i) Identify the information style in which the photographs would be included.

.....[1]

(ii) Explain why this information style has been used.

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.....
.....
.....[3]

(b) Identify the category of information holder that PH Your Flowers would be included in.

.....[1]

2 Customers have the option to create an account with PH Your Flowers.

(a) Identify and describe **two** cost impacts to PH Your Flowers of keeping customer details securely.

[6]

Cost Impact 1

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Description.....

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Cost Impact 2

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(c) Explain reasons why PH Your Flowers uses a trend and pattern identification data analysis tool to analyse its sales.

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.....[3]

4 (a) Customers can choose to receive or opt-out of receiving marketing communications from PH Your Flowers.

(i) Identify the regulation that relates to this.

.....[1]

(ii) Explain **one** action that should be taken by PH Your Flowers to comply with this regulation.

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.....[3]

Section B

You do not need the case study to answer these questions.

A dental practice is creating a new contact management system to record details of its patients, appointments and treatments.

- 6 (a)** One of the stages that will occur during the data analysis will be to define the scope. Identify **three other** stages of data analysis.

1.....

2.....

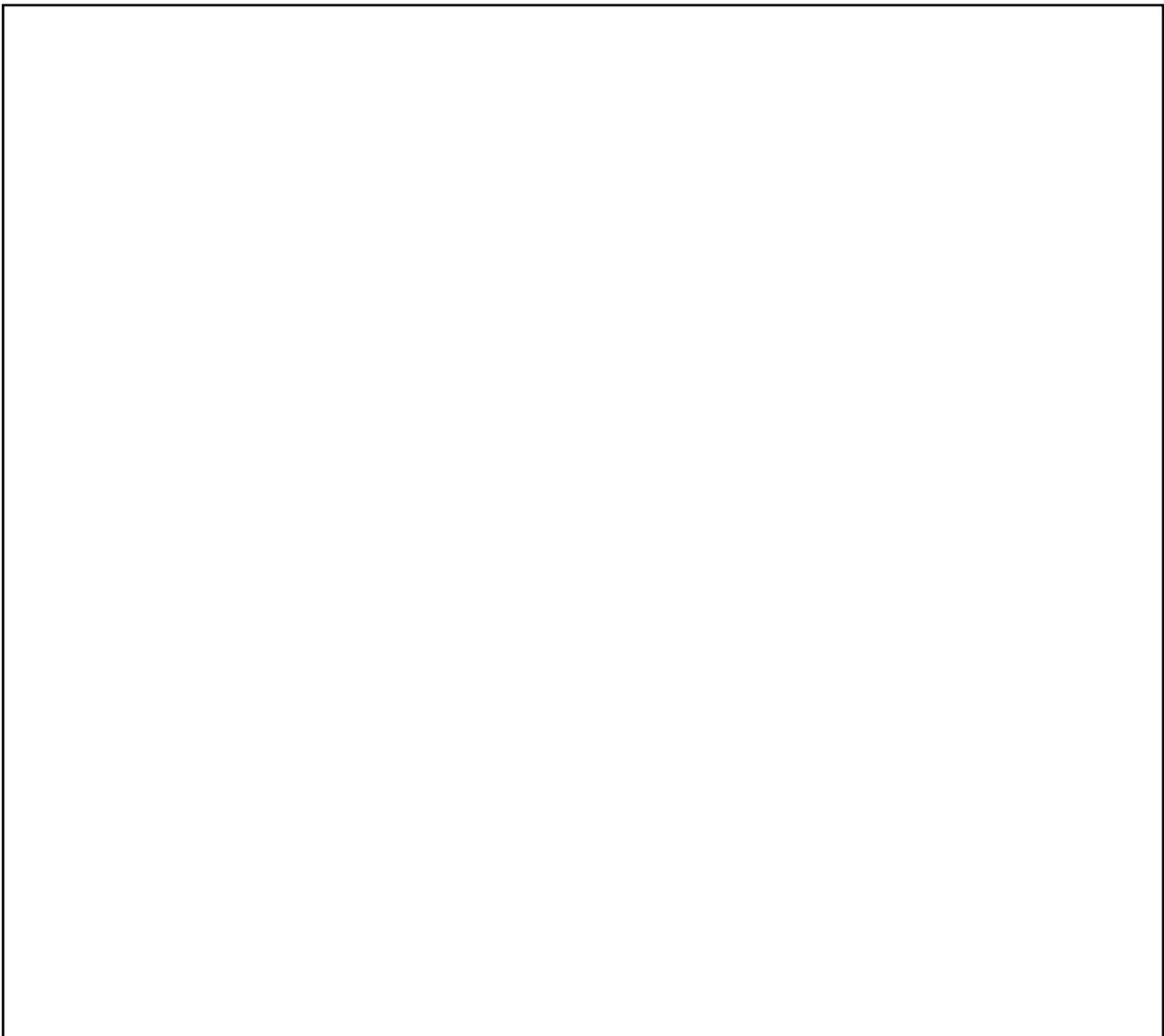
3.....

[3]

- (b)** During the data analysis Data Flow Diagrams (DFDs) may be created. One component of a DFD is a data store.

Draw and label symbols for **two other** DFD components.

[4]



(c) Describe **one** benefit and **one** limitation to the dental practice of using a contact management system.

Benefit

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Limitation

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[4]

(d) Explain why the dental practice should have a disaster recovery policy relating to its contact management system.

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[4]

(e) Identify and describe **one** physical protection method that could be used to reduce the risk of a disaster occurring to the contact management system.

Physical Protection Method

Description.....

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[4]

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