

CANDIDATE
NAME

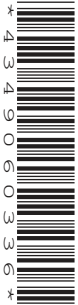
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INFORMATION TECHNOLOGY

9626/31

Paper 3 Advanced Theory

May/June 2019

1 hour 45 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your centre number, candidate number and name in the spaces at the top of this page.

Write in dark blue or black pen.

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

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.

Calculators must not be used on this paper.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

Any businesses described in this paper are entirely fictitious.

This document consists of **15** printed pages and **1** blank page.

- 3 An online retailer uses a simple form on its website to enable customers to contact its After Sales department by email. The form looks like this:

Send an email to aftersales@mycompany.com:

Your Name:

Your email address:

Comment:

Some of the code that created the form is shown.

Note that the lines have been numbered only for your convenience and reference.

```

1  <html>
2  <body>
3
4  <h2>Send an email to aftersales@mycompany.com:</h2>
5
6  <form action="mailto: aftersales@mycompany.com" method="post"
   enctype="text/plain">
7
8  Your Name:<br>
9
10 Your email address:<br>
11
12 Comment:<br>
13
14
15
16 </form>
17 </body>
18 </html>
19
20
```


(c) Write down the code that would allow:

- the comment to be entered
- the form to be submitted
- the form to be reset.

Indicate which line numbers the codes would appear on.

| Line number | Code |
|-------------|------|
| | |
| | |
| | |

[6]

7 The manager of a company has decided to contact existing customers to gather detailed feedback about a product. She needs responses from a large number of customers as quickly as possible.

Use the information given in Fig. 7.1 to select, with reasons, the most appropriate method of asking the customers for their feedback.

| Criteria | Administered by: | | | |
|---|------------------|-----------|-------|-----------|
| | Post | Telephone | Email | In person |
| High response rate | | ✓ | | ✓ |
| High speed of return of results | | ✓ | ✓ | |
| Highly detailed questions possible | | ✓ | | ✓ |
| Low cost | ✓ | | ✓ | |
| Rapport between manager and respondents | | ✓ | | ✓ |
| Short time of manager involvement | ✓ | | ✓ | |

Fig. 7.1

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..... [4]

8 An online store sells goods through its website. The website has an ‘automated online assistant’ to help the customer through the purchasing process. An ‘automated online assistant’ on a website is a computer program that uses artificial intelligence to provide a customer with service and assistance.

(a) Describe how the components of an ‘automated online assistant’ provide help to the customer.

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(b) Explain **two** benefits of the use of an 'automated online assistant'.

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..... [2]

9 Evaluate the use of physical security in combatting IT crime.

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