



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education Advanced Level

CANDIDATE  
NAME

CENTRE  
NUMBER

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CANDIDATE  
NUMBER

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**APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY**

**9713/11**

Paper 1

**May/June 2010**

**1 hour and 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.

This document consists of **20** printed pages.



**Scenario 1**  
**Questions 1 and 2***For  
Examiner's  
Use*

Islamabad Translation Services is a company which employs a number of workers who translate documents between English and Urdu. Because much of the work is done on an individual basis, Faisal, the manager wants to allow the translators to work from home.

Shaista is a translator and she would like to work from home. She, like other workers, already has a standard PC with monitor, keyboard and mouse.



2 Faisal wants to remain in contact with his workers and has considered regular video conferences for this. He feels this would also enable him to check on their work.

(a) Describe the extra hardware which Faisal would have to provide for each worker to take part in a video conference.

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..... [3]

(b) Explain why Faisal would use a video conference rather than a phone conference.

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..... [2]

**Scenario 2**  
**Question 3***For  
Examiner's  
Use*

An Egyptian book publishing company, Cairo Press, is looking to expand its operations. They wish to increase their advertising to extend their customer base. Their preferred method of advertising would be using a website, though they have the ICT facilities necessary to use a variety of methods.

If they do create their own website they will ask Ali, one of their most talented workers, to produce it. However, they are concerned about his lack of organisational skills.











**Scenario 3**  
**Questions 4 and 5***For  
Examiner's  
Use*

Sellafield food shops is a national chain of supermarkets in the UK. They have recently implemented a website for their customers, who can now order their shopping online and have it delivered to their home.

They have also created an overseas call centre so that if customers have problems with the website they can contact the company to fix these problems. The management of the call centre is to introduce shorter working periods (shifts) due to pressure from the workers.









**Scenario 4**  
**Questions 6 and 7***For  
Examiner's  
Use*

Dar Es Salaam High School has recently been formed by joining together six smaller schools. The head teacher wants to have a modern ICT system to administer staff and student records. She has decided to employ a systems analyst to look at the existing systems and recommend a new system.

The system will need to produce hundreds of reports in one session and should be able to find individual records very quickly. Using the results of the analysis of the current system the analyst will need to design the new system. Once the system has been designed and developed, user and technical documentation will need to be produced.







7 (a) Explain the purpose of technical documentation.

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..... [2]

*For  
Examiner's  
Use*



