

**PLEASE NOTE THAT THIS VERSION WAS
UPDATED 27/06/06 AND SUPERCEDES ANY
PREVIOUS VERSION.**

Centre Number	Candidate Number	Name
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UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education
Advanced Level

**APPLIED INFORMATION AND
COMMUNICATION TECHNOLOGY**

9713/03

Paper 3

For Examination from 2008

Specimen Paper

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.

Answer **all** questions.

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

This document consists of **10** printed pages.



3 Large supermarkets are being built in countries all over the world.

(a) Describe how stock control in a supermarket can be processed using a computer system.

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(b) Explain how a 'Just in Time' system could be used by supermarkets for obtaining goods from their suppliers. You should include an evaluation of the effects on the company.

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4 *Companies, such as banks, are setting up Call Centres in the Far East to provide support to customers in the West.*

(a) Describe how a computer based system, such as a bank enquiry help desk, can support a telephone call centre operator when dealing with a customer's telephone call.

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(b) Describe some of the effects on the individual and society a company of having call centres in the Far East.

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(c) Staff will need training before they can use the new system. Describe the benefits of computer based systems that can be used for this training.

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7 *Many companies use the World Wide Web in their business. Market Research is one area that is being developed.*

Describe **two** ways that could be used by a company to research the market for a planned product using the World Wide Web.

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