



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Advanced Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

APPLIED INFORMATION AND COMMUNICATION TECHNOLOGY

9713/31

Paper 3

May/June 2011

1 hour 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 18 printed pages and 2 blank pages.



Scenario 1 Questions 1 and 2

For Examiner's Use

Popular Individual Electronics Ltd (PIE) is an electronics company that is going to develop a new home entertainment system. PIE needs to undertake market research before they produce a prototype which can then be approved for production. The project manager, Derek, has to consider the technical features and produce a financial model.

There are a number of teams involved in producing the prototype, including a hardware development team and a software development team.

(a)		scribe how each of these pieces of hardware will be used in the home entertainment tem.
	(i)	MP3
		[2]
	(ii)	USB port
		[2]
	(iii)	Secure Digital Memory card
		[2]

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For Examiner's Use

1

(b)	Explain how the company would assess the market for its new product by using computer-assisted telephone interviewing.	
	[4]	
/ _ \		
(C)	Explain how ICT would be used to analyse the results from this research.	
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(C)		
(C)		
(C)		

2	(a)	Describe how Derek, the project manager, would use a financial model during the planning stage.
		[3]
	(b)	Describe the data that Derek would input into the finished model.
		[3]

(c)	Explain how project management tools could be used to monitor the progress in producing the prototype home entertainment system.	Exan
	[4]	

Scenario 2 Questions 3, 4, 5 and 6

For Examiner's Use

The Bank of Smalltown has branches all over the world. It uses an intranet for the transfer of information between branches. Customers are concerned about the security of their personal data held in the bank's computer systems. When a customer applies for a bank loan an expert system is used to see if the loan can be approved.

The bank has a website for online banking.

The bank uses video conferencing suites for communication. It wishes to support schools by providing the basic hardware and software to enable them to communicate with the bank and with each other using video conferencing.

3	(a)	Describe four ways that the intranet would be used.	For Examiner's
			Use
		[4]	
	(b)	Describe the concerns that the customers may have in relation to computer fraud.	
		[4]	

(a)	Describe three features you would expect to see on the online banking website's login page.
	[3]
(b)	Explain an authentication technique that could be used by a customer of the bank in making transactions.
	[3]

4

(c)	Des	scribe what is meant by each of the following and explain why the bank uses them in business.
	(i)	VPN
		[3]
	(ii)	VOIP
		[3]

(iii)	Proxy servers
	[3]

in different countries. The schools use their video conferencing facilities to allow groups of students to
communicate with students at other schools. Compare and contrast these two different uses of video conferencing.
[8]

6	Explain why the use of the expert system for approving a loan would benefit the bank.
	เขา

Scenario 3 Questions 7, 8 and 9

For Examiner's Use

A Local Government Authority uses ICT in many ways. One of these is a website to provide the residents with up-to-date information. The authority is concerned about the digital divide.

Describe what the residents would use the website for.
[6]

7

8	(a)	Explain how technical developments in ICT are reducing the digital divide among the residents.
		(A)

(b)	Describe how the Local Government Authority could educate residents in order to reduce the digital divide.	For Examiner's Use
	[4]	

9	The Local Government Authority is concerned about anti-social behaviour when using ICT. Give examples of this type of behaviour and describe how they may be prevented.
	[8]

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