

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
GCSE**

**INFORMATION AND COMMUNICATION TECHNOLOGY  
SPECIFICATION B (1995) 2380/1&2/PRE**

UNIT 4: Externally Set Test (Paper 2)

Pre-released Material – Notes for Guidance

**Cambridge Retail**

For use in preparation for Examination Sessions January and June 2004

## Notes for Guidance

### Teachers

Candidates are allowed to take their own notes into the examination room. You may support and guide them but the research they take into the examination room must be their own work.

The notes they take into the examination room must **not** contain comments or marking by the teacher.

- Unit 4 is an examination paper in two tiers that will assess sections **5.3**, **5.4** and **5.5** of the specification.
- Candidates must also be fully conversant with the knowledge outlined in Unit 1: Core knowledge underpinning the use of ICT.
- It is unlikely that candidates who have not carried out the practical work associated with Unit 2 and Unit 3 will have gained sufficient insight into the application of ICT systems to successfully attempt this assessment.
- Candidates may be given the pre-release material at any point, but it must be given to them **at least four weeks** before the test.
- Candidates can be given support and advice in the interpretation of the materials and the use of ICT in the context identified.
- Candidates do not have to be directly supervised while they are researching or producing work in response to the pre-release materials.
- Flow chart stencils should be available to candidates for use during the examination.
- Teachers should check that materials taken into the examination are appropriate and comply with the 'Regulations for the Conduct of Examinations'.

**NOTE:** Where test questions relate to the pre-release research activities, candidates will only be awarded marks when they answer the question asked.

Materials taken into the examination must **not** be attached to or submitted with the answer booklet.

### Candidates

You may take your **own** notes into the examination room. This will normally consist of four A4 sheets. Remember you should not just quote from your notes. Your notes are there to help and guide you. Marks will be awarded for correctly answering the questions set.

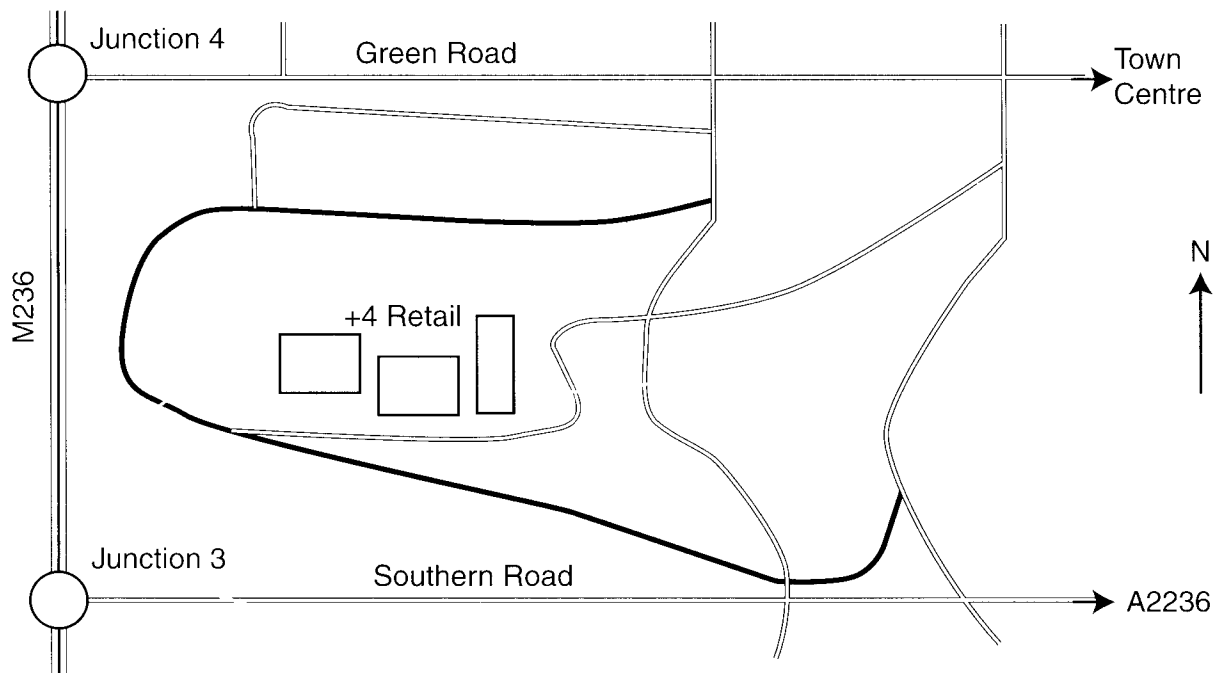
The research sheet is provided to help you to structure your notes. The examination papers do not have specific questions on all the content outlined in the research sheet, however following the research sheet will help you to revise the correct areas covered by the examination papers.

- You may take a flow chart stencil into the examination room .
- Textbooks are **not** allowed in the examination room.

## Research Material

Cambridge Retail is a company formed in 1995 which initially sold goods only over the Internet. Keen to expand into traditional retail, they have just built a small, out of town shopping centre called +4 Retail.

Cambridge Retail head office is in Rodgers Road, Middletown. Their email address is [sales@cambridge.com](mailto:sales@cambridge.com). They are a dynamic company who target younger buyers. A map showing the location of the new centre is shown below.



The centre includes:

- a small supermarket called 'Low-Price' selling a range of fresh, frozen and tinned food products from around the world
- a travel agent called 'Sun Finders' specialising in beach holiday resorts
- a fashion shop called 'Spanish Connection' selling a range of women's and men's clothes designed and made in Spain.

You should investigate:

- how ICT is used in modern retailing
- how ICT is used to communicate with manufacturers and suppliers
- how ICT is used to communicate with customers
- the differences and similarities between 'virtual' shops on the Internet and retail shops in shopping centres
- differences between small and large retail outlets in how ICT is used
- software licence agreements (one example is included overleaf)
- information required from and provided to customers when using traditional or electronic shopping methods
- data capture and collection methods
- legal requirements relating to data use
- data security measures and maintenance
- social implications of how ICT is used in retail
- use of monitoring and control systems in retail
- systems flowcharts
- web page design.

**End of Research Material**

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