

GCE AS/A LEVEL



WJEC GCE AS/A LEVEL Applied in
**INFORMATION AND
COMMUNICATION
TECHNOLOGY**

DESIGNATED BY QUALIFICATIONS WALES

**SAMPLE ASSESSMENT
MATERIALS**

Teaching from 2017



This Qualification Wales regulated qualification is not available to centres in England.



For teaching from 2017
For award from 2018

GCE AS and A LEVEL
APPLIED ICT

SAMPLE ASSESSMENT
MATERIALS

Contents

	Page
UNIT 1: Part A Gaining Skills in eBusiness	5
Question paper	5
Mark scheme	16
UNIT 1: Part B Gaining Skills in eBusiness	21
Question paper	21
Mark scheme	25
UNIT 2: eSkills – Managing eBusiness Data	29
Instructions for locating and downloading HTML SAMs	29
UNIT 3: eProject – Project Planning for ICT (original requirements)	31
Instructions for locating and downloading HTML SAMs	31
UNIT 3: eProject – Project Planning for ICT (revised requirements)	33
Instructions for locating and downloading HTML SAMs	33
UNIT 4: eStudio – ICT Marketing Communications	35
Instructions for locating and downloading HTML SAMs	35
UNIT 5: Producing Software Solutions	37
Devised Assessment	37
UNIT 6: Selling and ICT	39
Devised Assessment	39



GCE AS/A LEVEL

APPLIED ICT

UNIT 1 - PART A

Gaining Skills in eBusiness

SAMPLE ASSESSMENT MATERIALS

(SIMULATION OF ON-SCREEN ASSESSMENT)

3 hour examination consisting of two parts

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

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

Answer **all** questions.

Write your answers in the spaces provided in this question-and-answer-booklet. If you run out of space, use the continuation pages at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

Questions in this paper are based on the context of *Golden Days*.

The examination consists of two parts:

Part A: Knowledge and application of eBusiness (40 marks - 1 hour)

Part B: Tasks to demonstrate practical competence (60 marks - 2 hours)

The context for the examination is set in the Introduction.

A short break is permitted between Parts A and B.

Quality of Written Communication will be assessed in Question 9.



Golden Days produce high quality wooden toys for the UK market. These toys are sold in department stores and high street shops across the country.

Sara George is the managing director having taken over from her father who founded the company in 1975. The company has been very successful but Sara is considering ways in which they could expand the business.

Her ideas for expansion include:

- exporting toys to other countries throughout Europe
- producing larger and more expensive wooden toys such as dolls' houses and rocking horses for the UK market.

Sara's expansion plans include the purchase of an adjoining building to increase the size of their production area.



AVATAR FORMAT - SARA

"Hello I am Sara George. I would like to introduce my business, Golden Days. We make and sell high quality wooden toys for the UK market."

1. Name the type of organisation that best describes Golden Days [1]

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AVATAR FORMAT - SARA

"I have asked the marketing department to investigate the possibility of exporting the existing range of toys to other European countries. They have used email to contact distributors of toys in France and Germany. I would like some information about the features of an email package they could find useful".

2. Describe two features of an email package that the marketing department would find useful [4]

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EMAIL FORMAT

From - Sara **To** - Candidate **Date** - Today **Subject** - Computer Network

Hello. I realise that we need to update our administration processes if the business is to expand successfully. I would like to find out about the benefits of installing a computer network.

3. Describe the benefits, to Golden Days, that installing a computer network could bring. [4]

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AVATAR FORMAT - SARA

"I am very concerned about unauthorised access to our network and data. I have heard about biometric security and would like to have some more information about its use."

4. Explain what is meant by the term biometric security and describe how the use of biometric technology would limit unauthorised access to the network. [4]

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EMAIL FORMAT

From - Sara **To** - Candidate **Date** - Today **Subject** - Ordering Process

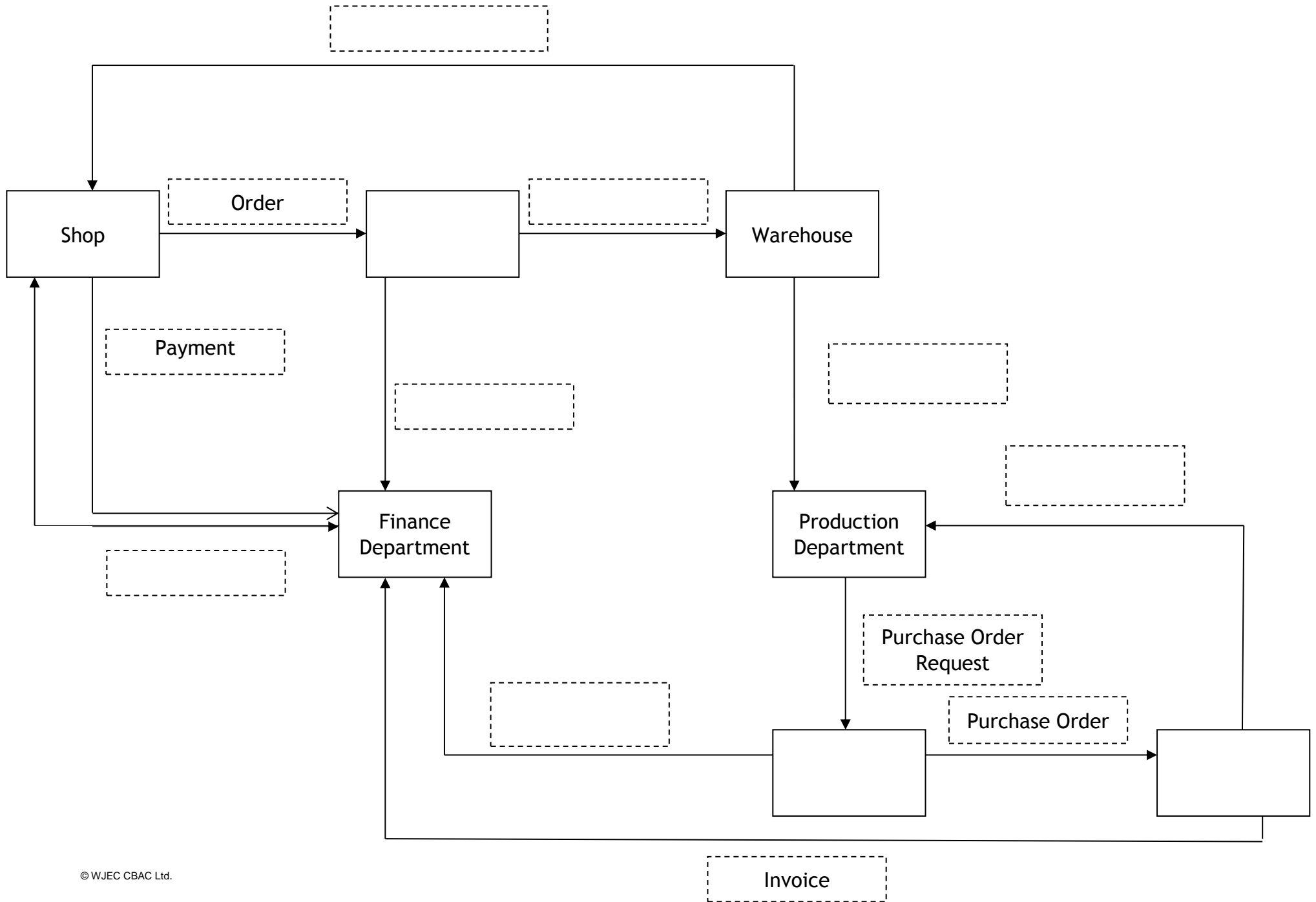
We decided to test the market in France and arranged for several shops to sell our toys. The toys have sold well and the shops need to order more stock. I would like to have a flow diagram which illustrates the ordering process.

The ordering process is described below:

The shop sends an order to the administration department of Golden Days. The administration department sends the order to the warehouse and a copy of the order to the finance department. If the item is in stock the warehouse sends the item and a delivery note to the shop and the finance department sends an invoice to the shop which then sends a payment to the finance department.

If the item is not in stock the warehouse sends a stock request to the production department. If the production department does not have the materials to produce the item, it sends a purchase order request to the purchasing department who send a purchase order to the supplier and a copy of the purchase order to the finance department. The supplier sends the materials and a delivery note to the production department and an invoice to the finance department.

5. Label the diagram to illustrate the information flows in the process. [5]





AVATAR FORMAT - SARA

"We must ensure that we have sufficient stock to supply the shops in the UK and France. A computerised stock control system has been introduced to the warehouse. I would like to know how this will allow us to manage our stock more effectively".

6. Describe how a computerised stock control system allows Golden Days to manage its stock effectively. [4]

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TEXT MESSAGE FORMAT - SET IN MOBILE PHONE CARCASS

"The marketing department uses database software to record customer details. I would like more information about how this software can help store accurate customer details. Thanks Sara".

7. Describe two features of database software that help ensure that accurate customer details are stored. [4]

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AVATAR FORMAT - SARA

"The marketing department realises that they need to consider effective ways of selling our toys in European countries. I have heard of other companies using data mining to help with their marketing strategies. I have a few questions I would like to ask you about data mining."

8 (a) Describe what is meant by the term **data warehouse**. [3]

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(b) Explain, using examples, how Golden Days could use data mining to improve their marketing strategies. [4]

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EMAIL FORMAT

From - Sara **To** - Candidate **Date** - Today **Subject** - Project Management Software

We have decided to produce rocking horses to boost our sales in the UK market. This means that we will need to set up a new production line the factory. I feel that we should use project management software to manage the new project. I would like to know more about Project Management Software and how it can help us introduce the rocking horses to the market.

9. Describe the features and facilities of project management software that will help Golden Days to introduce the rocking horses to the market. [7]

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UNIT 1 - PART A

MARK SCHEME

Guidance for examiners

It should be remembered that learners are writing under examination conditions and credit should be given for what the learner writes, rather than adopting the approach of penalising him/her for any omissions. It should be possible for a very good response to achieve full marks and a very poor one to achieve zero marks. Marks should not be deducted for a less than perfect answer if it satisfies the criteria of the mark scheme.

For questions that are objective or points-based the mark scheme should be applied precisely. Marks should be awarded as indicated and no further subdivision made.

Banded mark schemes

For band marked questions mark schemes are in two parts.

Part 1 is advice on the indicative content that suggests the range of concepts, facts, issues and arguments which may be included in the learner's answers. These can be used to assess the quality of the learner's response.

Part 2 is an assessment grid advising bands and associated marks that should be given to responses which demonstrate the qualities needed in AO1, AO2 and AO3. Where a response is not creditworthy or not attempted it is indicated on the grid as mark band zero.

Examiners should first read and annotate a learner's answer to pick out the evidence that is being assessed in that question. Once the annotation is complete, the mark scheme can be applied.

This is done as a two stage process.

Stage 1 – Deciding on the band

Beginning at the lowest band, examiners should look at the learner's answer and check whether it matches the descriptor for that band. If the descriptor at the lowest band is satisfied, examiners should move up to the next band and repeat this process for each band until the descriptor matches the answer.

If an answer covers different aspects of different bands within the mark scheme, a 'best fit' approach should be adopted to decide on the band and then the learner's response should be used to decide on the mark within the band. For instance, if a response is mainly in band 2 but with a limited amount of band 3 content, the answer would be placed in band 2, but the mark awarded would be close to the top of band 2 as a result of the band 3 content.

Examiners should not seek to mark candidates down as a result of small omissions in minor areas of an answer.

Stage 2 – Deciding on the mark

During standardising (marking conference), detailed advice from the Principal Examiner on the qualities of each mark band will be given. Examiners will then receive examples of answers in each mark band that have been awarded a mark by the Principal Examiner. Examiners should mark the examples and compare their marks with those of the Principal Examiner.

When marking, examiners can use these examples to decide whether a learner's response is of a superior, inferior or comparable standard to the example. Examiners are reminded of the need to revisit the answer as they apply the mark scheme in order to confirm that the band and the mark allocated is appropriate to the response provided.

Indicative content is also provided for banded mark schemes. Indicative content is not exhaustive, and any other valid points must be credited. In order to reach the highest bands of the mark scheme a learner need not cover all of the points mentioned in the indicative content but must meet the requirements of the highest mark band. Where a response is not creditworthy, that is contains nothing of any significance to the mark scheme, or where no response has been provided, no marks should be awarded.

APPLIED ICT PART A

1. *Name the type of organisation that best describes Golden Days*

Manufacturer/manufacturing [1]

[Question total 1]

2. *Describe two features of an email package that the marketing department would find useful.* 2 X [1+1]

Named feature + description

Examples:

Ability to send one email to many recipients

Ability to attach documents to the email

Ability to store emails in folders as organised (permanent) record

Ability to create and use an address book

[Question total 4]

3. *Describe the benefits, to Golden Days, that installing a computer network could bring.* 4 X [1]

Award one mark for each appropriate benefit (max 4):

The efficient use/sharing of software and hardware resources

The ability to access and share data

Collaborative working such as document sharing

Improved communication via network resources

Central management/monitoring of user accounts and user activity

Improved security of data – backups and/or secure used accounts

[Question total 4]

4. *Explain what is meant by the term biometric security and describe how the use of biometric technology would limit unauthorised access to the network.* [4]

A security mechanism that is used to authenticate and provide access based on the automatic and instant verification (1) of an individual's characteristics (1).

Golden Days could use finger print recognition technology.

Finger prints are unique (1) and therefore only the person whose finger print is stored on the system will be able to gain access (1).

[Question total 4]

5. *Label the diagram to illustrate the information flows in the process.* [5]

See diagram

All flows/entities correct	5 marks
8 or 9 flows/entities correct	4 marks
6 or 7 flows/entities correct	3 marks
4 or 5 flows/entities correct	2 marks
3 flows/entities correct	1 mark

[Question total 5]

6. *Describe how a computerised stock control system allows Golden Days to manage its stock effectively.* [4]

One mark per relevant stage

- Stock entering the warehouse is recorded on the system
- Each time an item leaves the warehouse it is deducted from the total for that item
- When remaining stock level reaches a set (re-order) level ...
- The system automatically alerts the production department to produce/supply more stock
- Ensures minimum stock levels are maintained

[Question total 4]

7. *Describe two features of database software that help ensure that accurate customer details are stored.* 2 x [1+1]

Feature + expansion

Examples:

Validation – rules used to ensure that data conforms to particular format/is in a particular range/is from a restricted list.

Data entry form – automated facilities (drop down boxes/radio buttons/instructions)

Use of relationships to avoid duplication and minimise errors.

Automated double entry

[Question total 4]

8. *Describe is meant by the term data warehouse.*

A data warehouse is a large store of data (1) accumulated from a wide range of sources within a company (1) and used to guide management decisions (1). [3]

Explain, using examples, how Golden Days could use data mining to improve their marketing strategies. 2 x [1+1]

Data mining can be used to:

- Produce automated predictions of future trends and behaviours that can be used to make decisions about product manufacture

Automatically identify previously unknown patterns such as customers buying unrelated products. This information can be used to market other products to someone who has made one purchase to encourage them to make a second purchase.

[Question total 7]

9. *Describe the features and facilities of project management software that will help Golden Days to introduce the rocking horses to the market.*

Feature/facility + expansion

Examples:

Set milestones and deadlines
 Identifies critical path
 Management of resources/people
 Recalculate timescales if ahead of time/delayed
 Show clear representation of project/process
 Ability to show plan in different formats
 Ability to compare plans

Candidates give a clear, coherent answer fully and accurately describing and explaining all relevant sections.

Spelling, punctuation and grammar are generally error free. [5-7]

Candidates describe features/facilities of PMS software and can suggest a limited range of uses for the features/facilities, but responses lack clarity.

There are some errors in spelling, punctuation and grammar but they do not hinder communication. [3-4]

Candidates simply list a range of points or give a brief explanation of features or facilities.

The response lacks clarity and there are significant errors in spelling, punctuation and grammar [1-2]

No appropriate response [0]

[Question total 7]



GCE AS/A LEVEL

APPLIED ICT

UNIT 1 - PART B

Gaining Skills in eBusiness

SAMPLE ASSESSMENT MATERIALS

(TO BE USED IN CONJUNCTION WITH FILES PROVIDED)

INSTRUCTIONS TO CANDIDATES

1. Tasks are based on *Golden Days* scenario as Part A.
2. Read the tasks carefully to make sure that you understand what is needed.
3. Plan your work before undertaking the tasks.
4. Carry out all tasks and make sure that you check your work carefully to ensure that the work you produce is accurate and correct.
5. Save your work regularly whilst carrying out tasks.
6. You can use software help files where appropriate.
7. You have a total of two hours to complete your work.

Golden Days feels there is scope for improvements in its use of ICT in its finance and marketing departments. The following tasks have been identified as their initial priorities. Carry out these tasks - Remember to save your work regularly.

TASK 1 – Marketing

The Marketing department has data about the value of sales made by each representative. This data needs to be analysed. [11 marks]

Open the *Sales* file and familiarise yourself with the content of the **two** worksheets.

You will need to:

- Create a new worksheet called Rep Sales
- Import data from the April Sales Data file into the new worksheet

On the *Sales Analysis* worksheet, you need to:

- Enter a function in A2 to calculate the total sales
Fill down
- Enter a function in C2 to display the commission rate using the data on the Commission worksheet.
Fill down
- Enter a formula in D2 to calculate the commission
Fill down
- Format column D to currency
- Enter a function in E2 to indicate whether any commission has been achieved. A message stating “pleased” when commission has been achieved and “sorry” when commission is zero.
- Create a suitable chart to help the Sales and Marketing Manager to analyse the sales
- Ensure that the chart has a suitable title and is labelled correctly

- (a) The sales department would like to send out personalised letters to each of the sales representatives informing them of their commission. [6 marks]

You will need to:

- Open the *commission letter*
- Insert the chart under the second paragraph
- Centre the chart
- Mail merge this letter with the data on the *Sales Analysis* worksheet
- The total sales, commission and message should also be inserted into the text of the *commission letter*

TASK 2 – Administration

- (a) The administration department has details of a sales meeting that the Sales Manager (Jack Jones) has arranged. [6 marks]

You will need to:

- Create an agenda document and insert the information contained in the *agenda file*
- The items on the agenda should be put in a logical order
- Use the numbering facility within the word processing software to number each item on the agenda

TASK 3 – Finance

Golden Days can be commissioned to produce “one of a kind” toys. Each toy is individually designed, has its own plan number and is made to the exact requirements of the client.

- (a) The finance department has details of **clients** and the **toys** they have ordered. These details now need to be organised. [11 marks]

You will need to:

- Look at the contents of the data file *Data_1*
- Create a database to store the given data
- Import the data checking that all fields are of an appropriate data type
- Use 2 tables with a one to many relationship to minimise duplication of data
- Validate three fields (use a lookup, range check and input mask)

- (b) The marketing department require an input form to assist with the input and viewing of clients and specially made toys information. [4 marks]

You will need to:

- Create a form (with subform)
- Insert a suitable title
- Insert the logo of *Golden Days*

- (c) The finance department send invoices to their clients. Invoices should only be sent to those clients whose toys are ready to be despatched. [16 marks]

You will need to:

- Create a query to provide details of all clients whose toys are ready to be despatched
- Create within this query a field “amount outstanding” and calculate the amount of money outstanding (Price - Deposit)
- Use this query to create an “Invoice” for each client. All invoices must be settled within 30 days.

This report must include the following:

- Name and address: *Golden Days*, Heathwood, Bristol BS7 5RR
- The logo of *Golden Days*
- The word “Invoice” and today’s date on every invoice
- The client’s details and plan number, price, deposit and amount outstanding
- The total amount of the invoice
- The total amount outstanding
- The words “This invoice should be settled by:” followed by the payment date (Date +30)

(d) Evaluation [6 marks]

In a word-processed document, describe 2 ways in which the database could be improved. Explain the features within the database software that you would need to use to carry out these improvements.

UNIT 1 - PART B

MARK SCHEME

Guidance for examiners

It should be remembered that learners are writing under examination conditions and credit should be given for what the learner writes, rather than adopting the approach of penalising him/her for any omissions. It should be possible for a very good response to achieve full marks and a very poor one to achieve zero marks. Marks should not be deducted for a less than perfect answer if it satisfies the criteria of the mark scheme.

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Part 2 is an assessment grid advising bands and associated marks that should be given to responses which demonstrate the qualities needed in AO1, AO2 and AO3. Where a response is not creditworthy or not attempted it is indicated on the grid as mark band zero.

Examiners should first read and annotate a learner's answer to pick out the evidence that is being assessed in that question. Once the annotation is complete, the mark scheme can be applied.

This is done as a two stage process.

Stage 1 – Deciding on the band

Beginning at the lowest band, examiners should look at the learner's answer and check whether it matches the descriptor for that band. If the descriptor at the lowest band is satisfied, examiners should move up to the next band and repeat this process for each band until the descriptor matches the answer.

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Stage 2 – Deciding on the mark

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APPLIED ICT PART B

Golden Days feels there is scope for improvements in its use of ICT in its finance and marketing departments. The following tasks have been identified as their initial priorities. Carry out these tasks - Remember to save your work regularly.

TASK 1 – Marketing

- (a) The Marketing department has data about the value of sales made by each representative. This data needs to be analysed. [11 marks]

Open the *Sales* file and familiarise yourself with the content of the **two** worksheets

You will need to:

- Create a new worksheet called Sales (1 mark)
- Import data from the April Sales Data file into the new worksheet (1 mark)

On the *Sales Analysis* worksheet, you need to:

- Enter a function in A2 to calculate the total sales (1 mark)
Fill down
- Enter a function in C2 to display the commission rate using the data on the Commission worksheet. (2 marks)
Fill down
- Enter a formula in D2 to calculate the commission (1 mark)
Fill down
- Format column D to currency (1 mark)
- Enter a function in E2 to indicate whether any commission has been achieved. A message stating “pleased” when commission has been achieved and “sorry” when commission is zero. (2 marks)
- Create a suitable chart to help the Sales and Marketing Manager to analyse the sales (1 mark)
- Ensure that the chart has a suitable title and is labelled correctly (1 mark)

- (b) The sales department would like to send out personalised letters to each of the sales representatives informing them of their commission. [6 marks]

You will need to:

- Open the *commission letter*
- Insert the chart under the second paragraph (1 mark)
- Centre the chart (1 mark)
- Mail merge this letter with the data on the *Sales Analysis* worksheet
- The total sales, commission and message should also be inserted into the text of the *commission letter* (4 marks – 1 mail merge, 1 layout, 2 data)

TASK 2 – Administration

- (a) The administration department has details of a sales meeting that the Sales Manager (Jack Jones) has arranged. [6 marks]

You will need to:

- Create an agenda document and insert the information contained in the *agenda file* (1 mark create 2 mark layout)
- The items on the agenda should be put in a logical order (2 marks for correct order)
- Use the numbering facility within the word processing software to number each item on the agenda (1 mark)

TASK 3 – Finance

Golden Days can be commissioned to produce “one of a kind” toys. Each toy is individually designed, has its own plan number and is made to the exact requirements of the client.

- (a) The finance department has details of **clients** and **toys** they have ordered. These details now need to be organised. [11 marks]

You will need to:

- Look at the contents of the data file *Data_1*
- Create a database to store the given data (1 mark create)
- Import the data checking that all fields are of an appropriate data type (1 mark import) (1 mark yes/no)
- Use 2 tables with a one to many relationship to minimise duplication of data (5 marks)
- Validate three fields (use a lookup, range check and input mask) (3 marks)

- (b) The marketing department require an input form to assist with the input and viewing of clients and specially made toys information. [4 marks]

You will need to:

- Create a form (with subform) (2 marks if toys are sub-form otherwise 1 mark)
- Insert a suitable title (1 mark)
- Insert the logo of *Golden Days* (1 mark)

- (c) The finance department send invoices to their clients. Invoices should only be sent to those clients whose toys are ready to be despatched. [16 marks]

You will need to:

- Create a query to provide details of all those whose toys are ready to be despatched (2 marks query - yes and use two tables)
- Create within this query a field “amount outstanding” and calculate the amount of money outstanding (Price - Deposit) (2 marks)
- Use this query to create an “Invoice” for each client. All invoices must be settled within 30 days.

This report must include the following:

- Name and address: *Golden Days*, Heathwood, Bristol BS7 5RR (1 mark address and logo)
- The logo of *Golden Days*
- The word “Invoice” and today’s date on every invoice (1 mark)
- (2 marks correct page break)
- The client’s details and plan number, price, deposit and amount outstanding (2 mark – 1 data 1 layout)
- The total amount of the invoice (1 mark)
- The total amount outstanding (2 mark 1 total 1 formatted to currency)
- The words “This invoice should be settled by:” followed by the payment date (Date +30) (3 mark 1 for words 2 for calculated date)

- (d) Evaluation [6 marks]

In a word-processed document, describe 2 ways in which the database could be improved. Explain the features within the database software that you would need to use to carry out these improvements.



GCE AS/A LEVEL

APPLIED ICT

UNIT 2

eSkills – Managing eBusiness Data

SAMPLE ASSESSMENT MATERIALS

The sample assessment materials (SAMs) for this unit are available as HTML files on the WJEC website at <http://www.wjec.co.uk/qualifications/ict/r-applied-information-and-communication-technology-gce>.



GCE AS/A LEVEL

APPLIED ICT

UNIT 3

eProject – Project Planning for ICT (original requirements)

SAMPLE ASSESSMENT MATERIALS

The sample assessment materials (SAMs) for this unit are available as HTML files on the WJEC website at <http://www.wjec.co.uk/qualifications/ict/r-applied-information-and-communication-technology-gce>.



GCE AS/A LEVEL

APPLIED ICT

UNIT 3

eProject – Project Planning for ICT (revised requirements)

SAMPLE ASSESSMENT MATERIALS

The sample assessment materials (SAMs) for this unit are available as HTML files on the WJEC website at <http://www.wjec.co.uk/qualifications/ict/r-applied-information-and-communication-technology-gce>.



GCE AS/A LEVEL

APPLIED ICT

UNIT 4

eStudio – ICT Marketing Communications

SAMPLE ASSESSMENT MATERIALS

The sample assessment materials (SAMs) for this unit are available as HTML files on the WJEC website at <http://www.wjec.co.uk/qualifications/ict/r-applied-information-and-communication-technology-gce>.

Sample Applied ICT 5

Devised Assessment (to be provided in html format)

Improving literacy – spelling assessment tool.

Schools are aware of the need to raise standards in literacy and are adopting a range of strategies and interventions to improve pupils' reading ages and their ability to spell correctly and to punctuate their work.

The head teacher of Parkwood Vale Community School has decided that she would like to introduce a competitive approach to improving standards of spelling. There will be a weekly spelling test for pupils in Years 3 to 6 and at the end of each half term there will be a merit assembly when the children who have made good progress will be rewarded.

Each week the teachers will give the pupils a list of nine words to learn for a spelling test on Friday morning. In addition to the words the list includes the definition of each word.

The head teacher is aware that the teachers already have a large workload and would like to introduce a system that could automatically mark and record pupils' results week by week.

She would like each teacher to be able to enter the nine words into the system each week. The pupils would then enter each word into the computer in response to the definition being displayed. The system would check the answer, calculate their score and save the children's scores.

The system should score each of the nine words using the following rules:

- If the pupil's spelling is correct - 2 marks
- If no more than 1 letters are incorrect - 1 marks
- If two or more letters are incorrect - 0 marks

The head teacher is concerned that pupils who make errors should not be demotivated by the new system. She would like the facility for each pupil to be able to log onto the system during the week after the test and be presented with only the words they spelt incorrectly. If a pupil's spelling is completely correct they will be awarded 0.5 marks.

The head teacher has commissioned you to create a computer based system which will:

- Allow users to log in either as staff or pupil
- Allow staff to add words and definitions to the system
- Display a nine question spelling test
- Calculate and display a pupil's score at the end of the test
- Allow pupils to logon to re-enter words they spelt incorrectly
- Add any additional marks to the pupil's score for that week
- Store pupils' weekly scores
- Provide analysis of pupil progress

Spelling Test - 3rd February 2018

- 1.acre - unit of area
- 2.active - being busy
- 3.amaze - surprise
- 4.bound - leap and jump
- 5.cavern - a large cave
- 6.difficult - hard to do
- 7.frozen - turned to ice
- 8.garage - building for a car
- 9.jaguar - large cat

Sample AICT 6

Devised Assessment (to be provided in html format)

Transactional web site – client brief

Ieuan and Gina Evans own and run IG Jewellery, a high-street retail business with three outlets. Chwarae Teg (Fair Play) is their idea for a new venture that will specialise in the distribution of Fair Trade jewellery and accessories.

Chwarae Teg products are to be sourced from craftspeople living in small communities in Africa. The prices will be set to provide living wages and healthy working conditions, all with the intention of supporting sustainable craft based businesses.

Initially Ieuan and Gina plan to use their existing shops to market the new products, but in the longer term they envisage an Internet based business trading via a website.

They believe that, in addition to transactions, the new website should be used to inform customers about the products and the people that make them. They are also aware that they should include information about their company's policies on issues such as privacy, security, use of data and accessibility of the website.

Chwarae Teg has commissioned you to create a web site that will:

- Display a range of products
- Display an enlarged image of an individual product, the product's price and information about the source of the product
- Allow customers to select a product and quantity both of which are added to the shopping basket
- Allow customers to purchase the contents of their shopping basket
- Allow customers to create user accounts
- Allow customers to log into their user accounts
- Allow customers to view previous purchases