

OCR

Oxford Cambridge and RSA

Wednesday 17 May 2017 – Morning

LEVEL 1/2 CAMBRIDGE NATIONAL IN ICT

R001/01 Understanding Computer Systems

CASE STUDY INSERT

Duration: 1 hour



INFORMATION FOR CANDIDATES

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Information for Learners

Car sales showrooms sell new and previously owned cars. (Scenario 1)

Breakdown recovery services operate fleets of specially engineered vehicles that are able to transport broken down cars and other vehicles from the site of a breakdown to a repair garage or other location. (Scenario 2)

Scenario 1

Indiana Motors is an established business with a car sales showroom that sells between 150 and 300 new and previously owned cars a year.

Indiana Motors keeps detailed records of each car it stocks and sells. It also keeps records of the details about each of its customers when they buy a car.

When a customer requests a test drive of a car they are interested in buying, the details of the booking are entered onto an online calendar. This calendar is shared with the sales team who are then responsible for ensuring that a sales person is available to accompany the customer on the test drive.

As part of its marketing, *Indiana Motors* has a multimedia presentation that plays in a loop in the showroom. The multimedia presentation was created by the Sales Team at *Indiana Motors* and features many of the cars that are currently on sale in the showroom.

Scenario 2

Safe Breakdown is a breakdown recovery and vehicle repair service that is recommended by *Indiana Motors*. *Safe Breakdown* uses technology in all areas of the business and has recently introduced technology into the processes of vehicle tracking and parts tracking in its warehouse.

Safe Breakdown prides itself on how well it looks after its staff and operates a well-resourced headquarters building which includes a canteen and a staff shop. Each member of staff is provided with a payment card that they can use to pay for their purchases. The total cost of all purchases made by the employee is deducted from their wages at the end of each month.

Safe Breakdown handles a large quantity of personal data about clients on a daily basis and must be aware of legal restrictions on how it handles this data.

Dulcie works for *Safe Breakdown* as a vehicle recovery driver. To support her in her work, Dulcie is provided with a smartphone, which is used to pass on locations of breakdowns if she is out of the building. The *Safe Breakdown* Acceptable Use Policy states that Dulcie must keep her smartphone switched on and fully charged at all times and she makes sure that she keeps to this rule. Dulcie is also provided with a hands-free headphone set for use with the smartphone.

Preparation

To prepare for the examination, you should research the day-to-day workings of a car sales showroom and a breakdown and repair service.

This should include:

- the use of the hardware and software required to support the business function of the organisations;
- the design and use of forms to capture customer data;
- the benefits to be gained from the use of shared online calendars;
- how multimedia presentations may be used as part of the marketing process;
- the use of technology to track vehicles and stock;
- the use of technology to record purchases made by staff from the canteen and staff shop.

You should also research into:

- means by which data may be protected from accidental loss, and the reasons for doing so;
- moral and legal restrictions on how organisations gather, store and process personal data and how these may be complied with.

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