



Rewarding Learning

ADVANCED

General Certificate of Education

Centre Number

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Candidate Number

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Professional Business Services

Assessment Unit A2 1
assessing
Technology in Business



APB11

[APB11] Assessment

TIME

2 hours.

Assessment Level of Control:

Tick the relevant box (✓)

Controlled Conditions	
Other	

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number in the spaces provided at the top of this page.
Write your answers in the spaces provided in the question paper.
Answer **all six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 90.
Quality of written communication will be assessed in Questions **3, 4(b), 5** and **6**.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each question in allocating the available examination time.
If you do not have sufficient space to complete your answers, you may use the additional pages at the back of the paper.

For Examiner's use only	
Question Number	Marks
1	
2	
3	
4	
5	
6	

Total Marks	
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1 Explain the term big data.

[4]

Examiner Only	
Marks	Remark

- 2** Northern Cover plc is an insurance company. You have been appointed by the company as a professional business services consultant.

Northern Cover plc is considering introducing an IT-based Performance Management System (PMS). Describe **two** benefits of an IT-based Performance Management System for Northern Cover plc.

[8]

Examiner Only	
Marks	Remark

3 Northern Cover plc specialises in all types of residential and commercial insurance. It offers comprehensive insurance policies at a competitive rate and has 35% market share, successfully managing its competition. Northern Cover plc is planning to introduce a Customer Relationship Management System (CRM).

As a professional business services consultant, analyse the effectiveness of a Customer Relationship Management System (CRM) for Northern Cover plc.

The quality of written communication is assessed in this question.

Examiner Only	
Marks	Remark

[16]

Examiner Only	
Marks	Remark

5 The Financial Director, Ms Sally Brown, would like to improve the financial decision making at Northern Cover plc.

As a professional business services consultant, evaluate the effectiveness of databases to support the financial decision making in Northern Cover plc.

The quality of written communication is assessed in this question.

Examiner Only	
Marks	Remark

20 horizontal lines for writing.

[20]

Examiner Only	
Marks	Remark

Continuation page (use this page if you need more space to complete your answers).

Examiner Only

Marks Remark

Number your answers clearly.

A series of horizontal lines providing space for writing answers.

THIS IS THE END OF THE QUESTION PAPER

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