T Level Technical Qualification in Digital Business Services (603/6902/4)

Core Knowledge and Understanding

Paper A

Specimen Assessment Materials (SAMs)

Specimen 2020　　　　　**Morning/Afternoon**

Time allowed: 2 hours

To be completed by the examiner			
Question	Mark	Question	Mark
1		15	
2		16	
3		17	
4		18	
5		19	
6		20	
7		21	
8		22	
9		23	
10		24	
11		25	
12		26	
13			
14			
		TOTAL MARK	

Student instructions
* Use black or blue ink.
* Fill in the boxes at the bottom of this page.
* Answer **all** questions.
* Read each question carefully.
* You **must** write your responses in the spaces provided. There may be more space than you need.
* You may do rough work in this answer book. Cross through any work you do not wish to be marked.

Student information
* The marks available for each question are shown in brackets. This is to help you decide how long to spend on each question.
* The maximum mark for this paper is 106 (including 6 for the quality of written communication and use of specialist terminology).
* In questions **9** and **19**, you will be assessed on your quality of written communication (QWC) and use of specialist terminology.
* You may use a calculator.

Please complete the details below clearly and in BLOCK CAPITALS.

Student name _____

Provider name _____

Student number [　　　　　] 　　Provider number [　　　　　]

Do not turn over until the invigilator tells you to do so

BARCODE - TQ/EC/CKU/PAPERA

NCFE

Section A: Culture and context

This section is worth 41 marks, plus 3 marks for QWC and use of specialist terminology.

Answer **all** questions in the spaces provided.

1   Explain **two** impacts an economic factor could have on the business environment.

[2 marks]

2   APR provides technical support services to customers over the telephone.
The company   is considering a change to remote working. The customer service team manager is concerned about this change

Describe **one** way in which remote working could have a negative impact on the way the company functions.

Explain why it has this impact.

[2 marks]

3   An organisation wants to use a new system to track entry and exit to car parks. The system will use cameras and number plate recognition software. The old system used parking attendants to check tickets manually. The new system will issue fines through automated emails. The system does not allow the recipient of the fine the chance to reply.

Explain **two** possible impacts to the organisation of this change to autonomous operation.

[2 marks]

4 A fresh food delivery business has redeveloped its website and much improved its digital analytics capability. The business had been losing customers to a local competitor, but now wants to expand by increasing sales and offering a wider range of products.

Describe **three** ways in which improved digital analytics capability might benefit the business's sales efforts.

[3 marks]

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5 A national bank wants to stop providing bank statements on paper and to encourage customers to access statements online only.

Describe **two** external factors that may have influenced this change in business practice.

Explain the effect that **each** of these factors may have on the bank's customers in future.

[4 marks]

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6   You are the new manager of a call centre. You are asked to deal with recurring issues within the business. These are:

- complaints from customers about the professionalism of staff
- inappropriate use of the internet
- customer data being recorded on paper and not being securely destroyed.

You decide to introduce a code of conduct.

(a) Describe the purpose of a code of conduct.

(b) Explain how the code of conduct would help to resolve the recurring issues in the call centre

[4 marks]

7   Sami is a 16 year old digital apprentice at a software developer. He often spends up to 14 hours per day online completing work, playing games, or using social media.

Using digital technology can create problems for Sami's physical health.

Give **two** possible physical problems.

Explain **two** ways that each problem could be reduced

[6 marks]

Please turn over for the next question.

8 A cinema uses social media platforms to increase engagement with customers.

The manager of the cinema has noticed staff are starting to use their personal social media accounts to represent the company and engage with customers.

This goes against company policy.

Describe **three** possible risks to the cinema if the problem continues.

For each risk, explain a possible impact on the cinema.

[6 marks]

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9 The banking and insurance functions of OSR Trading Group are currently under the same management and operational structure.

This has led to conflicts of interest and inefficiency.

Some members of staff currently have responsibilities in both the banking and insurance functions and the managerial monitoring of this is considered ineffective. Additionally, IT support and finance are duplicated across banking and insurance. IT support and finance rely heavily on digital technologies.

OSR has now been required to separate the two functions.

Discuss ways in which technical change can be managed to preserve the digital operational integrity for OSR Trading Group.

[12 marks, plus 3 for QWC]

Please turn over

Please turn over for the next section.

Section B: Diversity and inclusion and digital environments

This section is worth 39 marks, plus 3 marks for QWC and use of specialist terminology.

Answer all questions in the spaces provided.

10 Which **one** of the following is **not** protected under the Equality Act 2010?

[1 mark]

A gender reassignment

B geographical location

C religion or belief

D pregnancy and maternity

Answer _____

11 Which **one** of the following is **not** a characteristic of transmission control protocol (TCP)?

[1 mark]

A application

B data

C presentation

D transport

Answer _____

12 Describe **two** positive effects of digital inclusion for an individual.

[2 marks]

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Please turn over

13 A local sports venue has a diverse range of customers who speak different languages. Customer feedback suggests some of these customers feel excluded because the digital booking system is only available in one language.

Describe one principle of digital inclusion and explain why this would help the venue resolve the accessibility problem.

[2 marks]

14 Describe how Random Access Memory (RAM) stores data differently from solid state drives (SSDs).

[2 marks]

15 A large business currently stores all its system data in one location on site. This has been identified as a risk by a new manager.

Explain **two** other ways to store data and how they would reduce the risk.

[2 marks]

16 Matthew owns a mobile hairdressing salon. He is considering using 'Software as a Service' to manage his appointment bookings and accounts. He currently uses a six year old MacBook for all his business needs.

Define the term 'Software as a Service'.

Explain **four** potential **disadvantages** Matthew should consider when making his decision.

[5 marks]

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17 A marketing business, with little diversity in their management team, is recruiting a manager to run their regional digital marketing projects.
Although the business has been extremely profitable since it was established 20 years ago, profits have gradually declined over the last three years. If this trend continues the business will begin to make a loss in two years' time.

Describe **three ways** in which the principle of diversity and inclusion could help the business recover profitability in this scenario.

For each **way**, discuss how it would be effective.

[6 marks]

18   Commercial organisations now have more data available for analysis and manipulation to inform their business decision making.

Discuss how domestic internet of things (IoT) devices have enabled this development.

[6 marks]

13   **Please turn over**

19 A medium-sized independent training provider has decided to develop an intranet website. The website will contain course information, timetabled sessions, and student details.

The training provider has learners that attend courses at a range of centres throughout the country. Courses can last from a single day to three months. The training provider also offers distance learning courses, that are accessed by learners both from the UK and Europe.

The training provider is considering whether to use a virtual computing or cloud computing system for this.

Analyse the relevant benefits of virtual computing and cloud computing for the training provider.

[12 marks, plus 3 for QWC]

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SAMPLE

Please turn over

Section C: Learning and planning

This section is worth 20 marks.

Answer **all** questions in the spaces provided.

20   Describe **one** example of an emerging technology trend applied within the digital gaming sector.

[1 mark]

21   Jimmy has recently completed his data technician apprenticeship and gained employment with a business intelligence company. His manager has told him that there is a range of organisational funds available for his professional development.

In relation to Jimmy's data technician role, explain **two** advantages of professional development.

[2 marks]

22   ARLive is an augmented reality software development company which is researching a newly released headset. The company has decided to use forums, blogs, and social media platforms to support the research.

Describe how ARLive can check the reliability and validity of these sources.

[2 marks]

23   Explain **one** purpose of cost-benefit analysis in project planning.

[2 marks]

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24   A further education college wishes to introduce industry placements.

Describe **two** tools which could be used for effective monitoring of the project and explain why they are appropriate in this case.

[4 marks]

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25   'A good understanding of project scope and user/client requirements can lead to accurately estimating the budget and timeline of a project'.

Discuss this statement.

[4 marks]

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26   A digital project has failed. It started well, but a member of staff left after two months and was not replaced. Their work was transferred to another member of staff who missed deadlines and made some significant errors.

Other reasons for failure of the project may have been a:

- lack of experience in managing a project
- lack of confidence to communicate concerns.

You have been asked to suggest a reflective technique that could support the member of staff to review the reasons for the project failure, and identify lessons learnt.

(a) Identify an appropriate reflective technique.
(b) Describe **two** ways in which it could be applied in this scenario.
(c) Analyse **two** ways in which it could support identifying lessons learnt.

[5 marks]

This is the end of Paper A.

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Owner: Head of Assessment Design

Change History Record

Version	Description of change	Approval	Date of Issue
v1.0	Published.		December 2020
v1.1	NCFE rebrand.		September 2021
v1.2	Sample added as a watermark.	November 2023	17 November 2023