



Tuesday 27 February 2018
09:30 – 12:00

© The City and Guilds of London Institute 2018
ST00051820 A3 PO4500131683 10347845

- Adobe Photoshop.
- Microsoft Excel.

- (2 marks)

- (6 marks)

[illegible]

4 Describe a function of **each** of the following network devices.

- Router.
- Switch.

(4 marks)

5 Describe **three** personal risks associated with digital engagement.

(6 marks)

- 6 State **two** mobile technologies that can be used to send information to a target audience. (2 marks)

- 7 State **two** risks associated with the use of digital communication. (2 marks)

- 8 Describe the use of **three** applications that can be used to create digital content for communication. (6 marks)

9

(4 marks)

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

10

(4 marks)

(6 marks)

- [illegible]

(6 marks)

[illegible]

- 13 Describe **two** considerations that can be taken into account when incorporating Video as part of a website. (4 marks)

- 14 State **four** types of monitoring that can be used to gather data on individuals. (4 marks)

- 15 Describe **two** considerations that can be taken into account when designing and implementing a relational database. (4 marks)

- 16 A small company would like to gather information regarding its customers to help refine their services. This information will be stored in a relational database for analysis and reporting.

Discuss how the data can be gathered and stored.

(9 marks)

- 17 A small organisation currently uses a word processing package to create their text based newsletter, which is distributed by hand. They are looking at ways to improve the content of their newsletter.

Discuss how they can improve their newsletter.

(9 marks)

[illegible]