

Data & Information Test Mark Scheme Total: 30

Question 1 (4 marks)

A manager uses a bespoke application which cannot produce reports in the exact format required but does allow the export of information to a spreadsheet. The manager uses this facility to export the information, improves the layout of the information, and produces several graphs. This takes her several days. On presenting the reports to colleagues, she is questioned over the accuracy of the information, as many of the figures appear to be out of date. Describe how this problem may be overcome.

1. *Data ageing during the improvement stage.*
2. *Overcome by setting up the model first*
3. *With test data*
4. *Do export at final stage.*

Question 2 (10 Marks)

A sales manager claims that he is always provided with 'quality' management information from his Management Information System. With the aid of examples where appropriate, describe **five** characteristics of good information.

- *Relevant*
- *Accurate*
- *Complete*
- *User Confidence*
- *To right person*
- *At right time*
- *In right detail (appropriate format - shows the correct level of detail for the recipient)*
- *Via correct channel of communication*
- *Understandable (appropriate format - shows in an appropriate style e.g. graphs for shareholders may communicate more)*

1 for characteristic, 1 for example (2x5=10)

Question 3 (6 marks)

With the aid of appropriate examples, explain the difference between formal and informal information flows.

• Formal	• Information provided according to some organisational procedure. Minutes of a meeting.
• Informal	• This type of information will usually move through an informal route such as conversation, newspaper report, friendly email.

2 for description and 1 for example. (2x3=6)

Question 4 (6 marks)

A college collects data from incoming students which includes the students' subjects and grades at GCSE level. These grades are processed and are used to predict an expected grade at A-Level. It is found that some of the grades given by students are less than accurate. Describe methods of data capture and entry which minimise this problem.

1. Clerical controls and validation including production of grades documents
2. Direct data transfer on disc from the feeder school
3. EFT from the exam board.

(2 for each if expanded)

Question 5 (6 marks)

A company keeps records of its sales and uses a Management Information System to produce reports for its sales personnel and for its shareholders.

- a. Describe **two** differences between the information needed by sales personnel in their day-to-day work, and by shareholders reading the annual report. (4 marks)
- b. Describe, with the aid of an example, **one** characteristic of good quality information that might be produced by this system. (2 marks)

a. 2 marks per point, max 2 points - 2 x (2, 1, 0)

- Level (operational/strategic)
- Timing (current/historical/future)
- Frequency (short/long-term)
- Use (written/visual)
- Type (planning/control/decision making)

b. 1 for characteristic, max 1 for description and up to 2 for example 1 x (3, 2, 1, 0)

- Relevant
- Accurate
- Complete
- User Confidence
- To right person
- At right time
- In right detail (appropriate format - shows the correct level of detail for the recipient)
- Via correct channel of communication
- Understandable (appropriate format - shows in an appropriate style e.g. graphs for shareholders may communicate more)