

Pearson Edexcel GCE

Applied Information and Communication Technology

Unit 3: The Knowledge Worker

21–25 May 2018

Scenario

Paper Reference

6953/01

The scenario should be distributed to candidates at least three working weeks before the examination.

Practice files: ABP_practice.xlsx, Workshops_practice.txt

This scenario should be used for the purposes of preparing candidates for the examination. This copy **must not** be taken into the examination. The information contained in the scenario will be included in the examination paper.

Further details are in the Instructions of the Conduct of Examinations (ICE), available from the Edexcel website for this qualification.

Edexcel will not accept any request for special consideration should candidates be given the incorrect scenario for the examination they are sitting.

Turn over ►

W60136A

©2018 Pearson Education Ltd.

1/1




Pearson

Scenario

Alison Bright grew up in the small town of Pickering in Yorkshire. Her father and mother were keen amateur photographers and from an early age she developed an interest in photography. She was given her first camera in 1976, when she was six. She soon started taking photographs of Pickering Castle and the surrounding area. Her elder brother, Scott, was a keen walker and she would often go with him on walks on the North York Moors. They would often leave early in the morning to take photographs at the 'Golden Hour'. At this time the light conditions are at their best for taking dramatic pictures.

At school Alison excelled in art. She used her interest in photography to develop her understanding of the use of colour and texture. She was so keen on this aspect of the curriculum that she neglected her other subjects. At the age of 16 she left school with qualifications only in art. She started working as a retail assistant for the local branch of 'Photography Craft'; a chain of photographic equipment shops with branches throughout the UK and Europe.

In her spare time Alison took photographs of weddings for family and friends. The couples she took wedding photographs for were extremely pleased with the results; this led to requests to photograph more weddings. She quickly realised that she could develop this hobby into a career, so she left her job at 'Photography Craft' and set up her own company; 'ABright Photography'.

Over the next few years, Alison found that there was a demand for all types of her photographic work especially landscapes, family portraits and school photography.

Her big break came in 2002 when she was asked by a company called 'Merchant Advertiser' to photograph a wide range of items for sale in its national catalogues. She has continued to work with this company up to the present day. This has provided her with the financial stability to set up her own workshops to help other budding photographers to improve their skills.

Alison plans to set up a series of three-day photographic workshops. These will run from October to December 2018, in different locations within the UK. These will include workshops in wedding, wildlife, landscape and cityscape photography at beginner, intermediate and advanced levels.

'Photography Craft' has agreed to promote Alison's workshops through its UK stores, on condition that she hires all photographic equipment from them. She will receive a 30% discount on any equipment type where more than 100 items are hired. These rates were set by Joe Addison, a personal friend of Alison, who is the managing director of 'Photography Craft'.

These are the rates set for equipment hire by 'Photography Craft'.

Item	Unit charge/day
SLR camera with lenses	£65
Tripod	£10
Lighting equipment	£12
Laptop	£10

Lighting equipment is only required for the wedding photography workshops. Tripods are required for all workshops except the wedding photography workshops.

Cameras and tripods can be shared between no more than two clients. Laptops can be shared between no more than four clients. The lighting equipment is shared between no more than 10 clients. All clients must use the hired equipment.

The location for each workshop was chosen by Alison in a town or city that has a branch of 'Photography Craft'. This will reduce charges for transporting equipment and travel for its staff.

Alison will have to hire the venue for each workshop. The amount she will have to pay will differ according to the available facilities and location. As the size of each venue is different the number of clients in each workshop will vary, although each workshop should have at least 10 clients. Despite these constraints she wants potential customers to be charged the same amount for all workshops regardless of location.

The branch manager of the nearest 'Photography Craft' shop will provide her with venue hire charges. The demand for the type and level of the workshop at each venue has been determined by the responses to a short questionnaire. These were distributed in local libraries near each planned workshop location. Alison analysed the questionnaires and used the results to plan the schedule of workshops.

Alison started to create a model to determine how much to charge each client. She is still busy with work for 'Merchants Advertiser' so she has asked you to complete the model.

Alison is in the financial position that she does not have to make a profit; although individual workshops can make a loss she does not want an overall loss.

Description of the model

Worksheet	Description
Course1	This is the worksheet where you will insert Alison's data on the planned workshops, which provides information on location, type of workshop, level and planned dates.
Venuehire	This worksheet holds workshop capacity and hire charge for each workshop.
Course2	This worksheet combines data from the 'Course1' and 'Venuehire' worksheets and is used to calculate the total participants for each course type across all the venues.
Photohire	This worksheet holds the numbers of each equipment type needed and is used to calculate the hire charges.
WorkshopCost	This worksheet is used to calculate the expenditure and the charge per client.

Some worksheets in the model may be password protected. Should you wish to experiment with the model, the password is *edexcel*. Be aware that if you change the contents of any protected cell the model may not work.