

INFORMATION COMMUNICATION TECHNOLOGY AS A MARKETING TOOL

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'ICT IN DESIGN, MANUFACTURING, MARKETING AND DISTRIBUTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1 WHY IS INFORMATION COMMUNICATION TECHNOLOGY IMPORTANT TO A COMPANY?

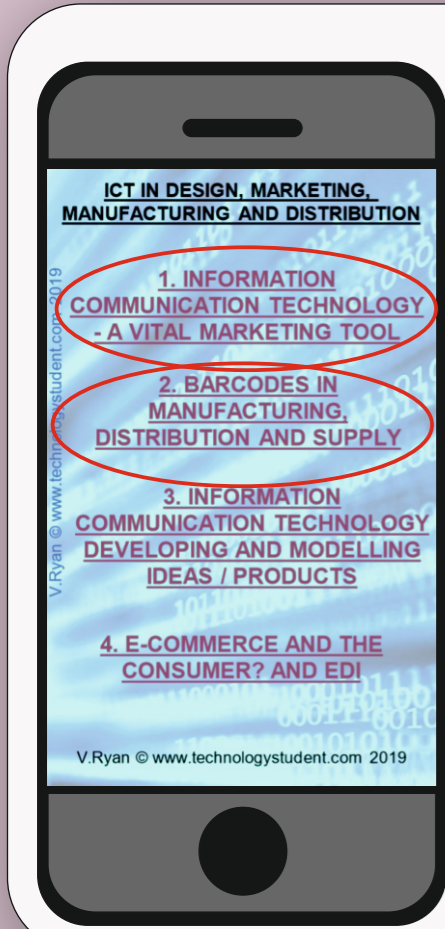
2 HOW IS TELE-MARKETING USED BY COMPANIES?

3 DESCRIBE AN EXAMPLE OF DIRECT MAILING.

4 HOW ARE QUESTIONNAIRES USED AS A MARKETING AND RESEARCH TOOL?

5 DESCRIBE AN EXAMPLE OF THE WAY A WEBSITE CAN BE USED, TO PROMOTE A COMPANY AND BUSINESS.

HELPFUL LINK: http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf



INFORMATION COMMUNICATION TECHNOLOGY AS A MARKETING TOOL and BARCODES

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'ICT IN DESIGN, MANUFACTURING, MARKETING AND DISTRIBUTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

WHAT IS A PROMOTIONAL PRESENTATION?

Include an actual example in your answer.

2

DESCRIBE AN EXAMPLE OF 'REPORTING AND ANALYSIS'.

3

WHAT IS TRANSLATION SOFTWARE?

Include an up-to-date example, of the use of translation software.

4

WHAT ARE BARCODES? Describe an example of their use on a production line.

Use the additional space in the next box, if required.

Additional space for question 4.

HELPFUL LINK: http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf

BARCODES

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'ICT IN DESIGN, MANUFACTURING, MARKETING AND DISTRIBUTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

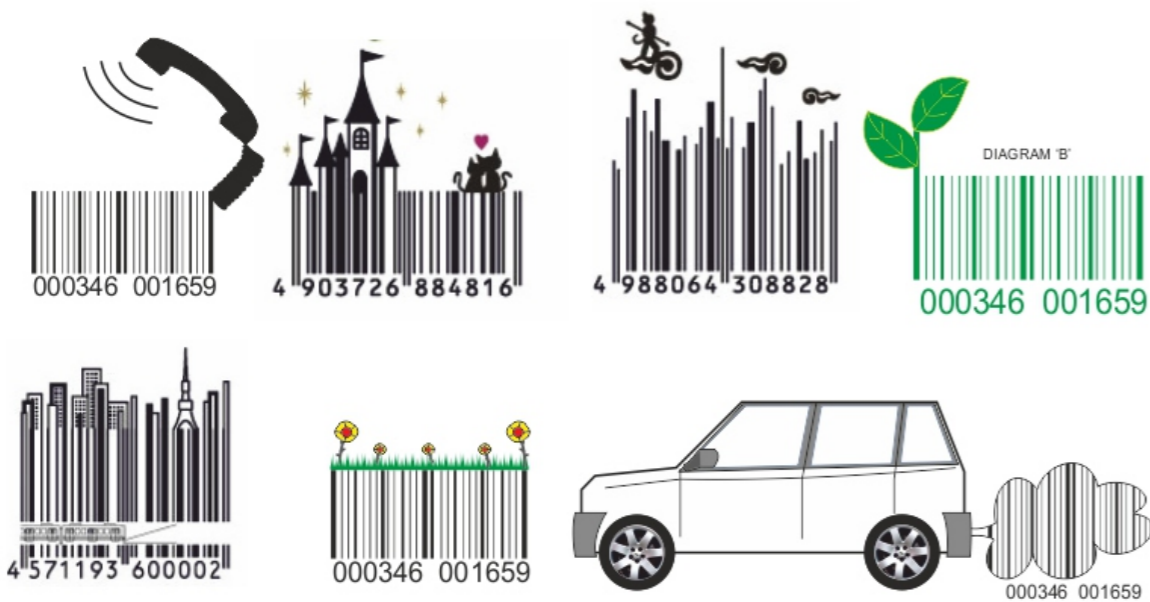
EXPLAIN THE ROLE OF BARCODES, IN THE DISTRIBUTION OF PRODUCTS.

2

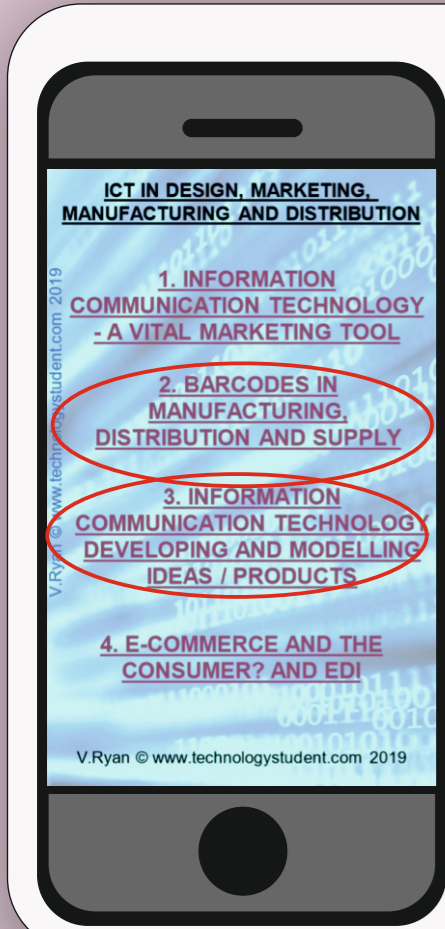
HOW DO SUPERMARKETS USE BARCODES?

3

BELOW IS A SET OF GRAPHICAL BARCODES. IN THE AVAILABLE SPACE, DESIGN A BARCODE FOR A CAFÉ. YOUR GRAPHICAL BARCODE, SHOULD REFLECT THE NATURE OF THE BUSINESS.



HELPFUL LINK: http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf



QUICK RESPONSE CODES and DEVELOPING AND MODELLING IDEAS

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'ICT IN DESIGN, MANUFACTURING, MARKETING AND DISTRIBUTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

**WHAT ARE QR CODES?
(QUICK RESPONSE CODES)**

2

DESCRIBE HOW THE QR CODE ON PACKAGING, CAN BE USED TO PROMOTE THE PRODUCT INSIDE.

3

**WHAT IS COMPUTER AIDED DESIGN?
Include practical applications of CAD.**

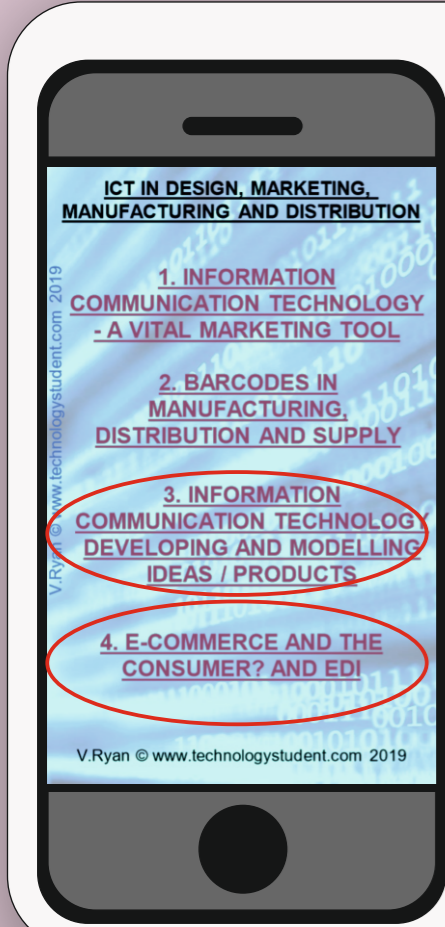
4

**WHAT IS COMPUTER AIDED MANUFACTURE?
Include practical applications of CAM.**

5

**IN ELECTRONICS, WHY IS CIRCUIT SIMULATION SOFTWARE USEFUL?
Include the name of one piece of circuit simulation software.**

HELPFUL LINK: http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf



SPREADSHEETS, FILE SHARING, E-COMMERCE, ELECTRONIC DATA INTERCHANGE.

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'ICT IN DESIGN, MANUFACTURING, MARKETING AND DISTRIBUTION' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

WHY ARE SPREADSHEETS VERY USEFUL.

Include one practical application of spreadsheets.

2

WHY IS FILE SHARING IMPORTANT TO DESIGNERS AND MANUFACTURERS?

Include at least one example of file sharing.

3

WHAT IS E-COMMERCE?

4

DESCRIBE ONE EXAMPLE OF E-COMMERCE.

5

LIST THREE ADVANTAGES OF E-COMMERCE?

HELPFUL LINK: http://www.technologystudent.com/mobapps/ICT_MOBILE1.pdf