Name: Class: Mark:

1. A mobile phone company design their phones in the USA. The products are then manufactured in China. The manufacturing process has a heavy use of automation
and robotics.

(a) Explain an impact of using IT systems in manufacturing. [2]

(b) Explain **two** reasons how the use of automation and robotics in the manufacture
of the phones helps the company. [4]

**Reason 1:**

**Reason 2:**

(c) The mobile phone company wish to keep their designs and new products secret
until they are launched. As such, they do not want any photos of products to be
 taken by workers in the factory. The phones are also expensive, and they do not
want them to be stolen.

Discuss how the company can protect their intellectual property and products
from being stolen from the factory. [6]

(d) The mobile phone company use a stock control system for all mobile phones that have been manufactured.

Describe how the stock control system is used. [2]

(e) The mobile phone company make use of advertising on their **website**, **social media** **channels** and **traditional media**.

Discuss how they can make effective use of IT systems for advertising
their products. [6]

**Website:**

**Social media:**

**Traditional media:**

 [Total 20 marks]