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]