

Question 23 (9 marks) Use a SEPARATE writing booklet.

Baksiano Pizza Delivery (BPD) is a company that makes and delivers pizzas. It has 40 outlets, a warehouse to supply ingredients to the outlets, and a head office. Until recently, BPD knew very little about its customers. The company did not keep information about:

- who was buying its pizzas;
- customer preferences;
- busy times for each outlet.

To address this issue and improve its business overall, BPD implemented a project to streamline inventory, improve customer service and reduce delivery costs. To do this:

- a computer was installed in each of the outlets, into which orders are entered when a customer phones;
- a caller-ID system linked to a database was added to the telephone system. This allows staff taking orders to view the name, address and preferences of existing customers as soon as they phone;
- a system that recommends the shortest delivery route for drivers was added;
- each outlet sends a copy of daily sales data to a large database stored on a mainframe computer at head office. The sales data includes customer names, addresses and phone numbers, along with what was ordered, when it was ordered, and the method of payment.

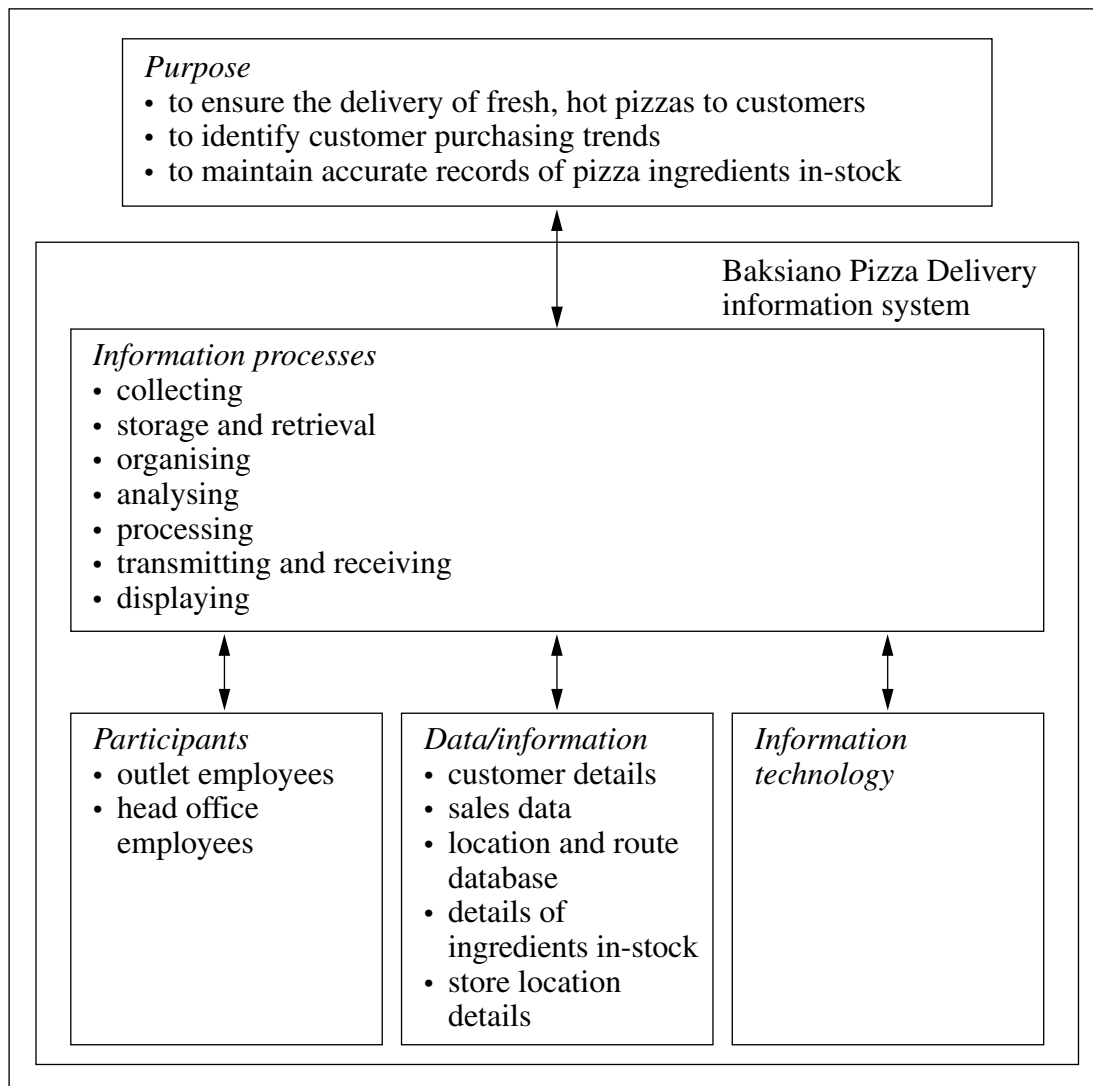
BPD is now collecting valuable data about customers and orders.

The diagram on page 15 summarises some aspects of the new information system used by Baksiano Pizza Delivery.

Question 23 continues on page 15

Marks

Question 23 (continued)



- (a) Identify the information technology (hardware, software and communication technologies) used by Baksiano Pizza Delivery's new information system. **4**
- (b) Propose and outline TWO different types of information systems that could be used to analyse Baksiano Pizza Delivery's purchasing trends. Recommend which of the systems is the most appropriate for Baksiano Pizza Delivery and justify your recommendation. **5**

End of Question 23