

Design & Technology
AQA A-Level

Electronic data interchange

Materials required for questions

- Pencil
- Rubber
- Calculator

Instructions

- Use black ink or ball-point pen
- Try answer all questions
- Use the space provided to answer questions
- Calculators can be used if necessary
- For the multiple choice questions, circle your answer

Advice

- Marks for each question are in brackets
- Read each question fully
- Try to answer every question
- Don't spend too much time on one question

Good luck!

Q1. What is a key marketing benefit of EPOS systems?

- A** Reducing the number of staff required
- B** Tracking customer purchasing behaviour for targeted campaigns
- C** Increasing product variety on shelves

Q2. How does EPOS help maintain stock levels?

- A** By manually counting items daily
- B** Automatically updating inventory in real-time after sales
- C** Offering discounts on overstocked items

Q3. EPOS systems aid market research by:

- A** Analysing sales trends and customer preferences
- B** Designing new store layouts
- C** Managing employee payroll

Q4. Real-time inventory tracking with EPOS helps businesses:

- A** Delay supplier orders
- B** Randomise staff schedules
- C** Restock popular items efficiently

Answers

Q1. B

Q2. B

Q3. A

Q4. C

Q5.

EPOS – Electronic Point of Sales systems

Stock Management

- Volume of sales are recorded which in turn monitor stock levels and management. If reorder limits are exceeded, stock is automatically ordered from distributors or manufacturers.
- EPOS data can ensure that a satisfactory level of stock is maintained.
- Shopping patterns such as regional purchasing, seasonal trends, popular brands, colours and models can be recorded and used for planning and interpreting consumer demand.

Purchasing Patterns

- Product sales can be monitored and patterns or decline in sales may trigger manufacturers to redevelop products or limit production.
- Data gained may influence the timing of product launches based on spending patterns.

Customer Data

- Buying trends, brand selection, sizing and styles can be gathered to then be used for focused marketing.
- EPOS systems can be linked to customer accounts and email addresses in order to reduce the need for printed receipts.
- Customer data such as contact details can be obtained and monitored in order to target marketing and promotional materials.
- Shopping patterns can be recorded to then focus digital communication or suggest future potential online purchases.