

KAREN'S FUN WORLD

Karen's Fun World is a theme park in the north of England privately owned by Karen Facer and her family. The park has expanded over the years and now has 18 rides, 10 shops selling gifts and souvenirs, 6 cafes and 4 sit-down restaurants of varying styles. These retail outlets are all owned by the park. Karen's Fun World takes up to £750,000 per week in high season.

The retail outlets currently use a manual till system. Customers can pay by cash, credit or debit card. At the close of business each day the money and paperwork is collected and taken to the main office where administration staff enter this data into the computer. This is expensive, time consuming and outdated.

The owners want to replace the existing process with an EPOS system which will provide detailed sales analysis, real time stock control and customer information.

This will require the park to be networked so that the EPOS terminals in each of the outlets can communicate directly with the main office computer. Due to the nature of the site the network will be cabled instead of wireless. To achieve this three and a half miles of cabling will be laid underground.

To avoid disruption the work will be carried out whilst the park is closed for the winter. The park closes on 31st October and reopens on 1st March. The project must be completed by 31st January so that the park can be prepared for the new season. A budget of £200,000 is available, part of which will be financed by a bank loan provided by LMY Bank.

A project manager will manage the project. All the work will be carried out by external contractors, including MT Surfaces, who will be responsible for the excavation and resurfacing work.

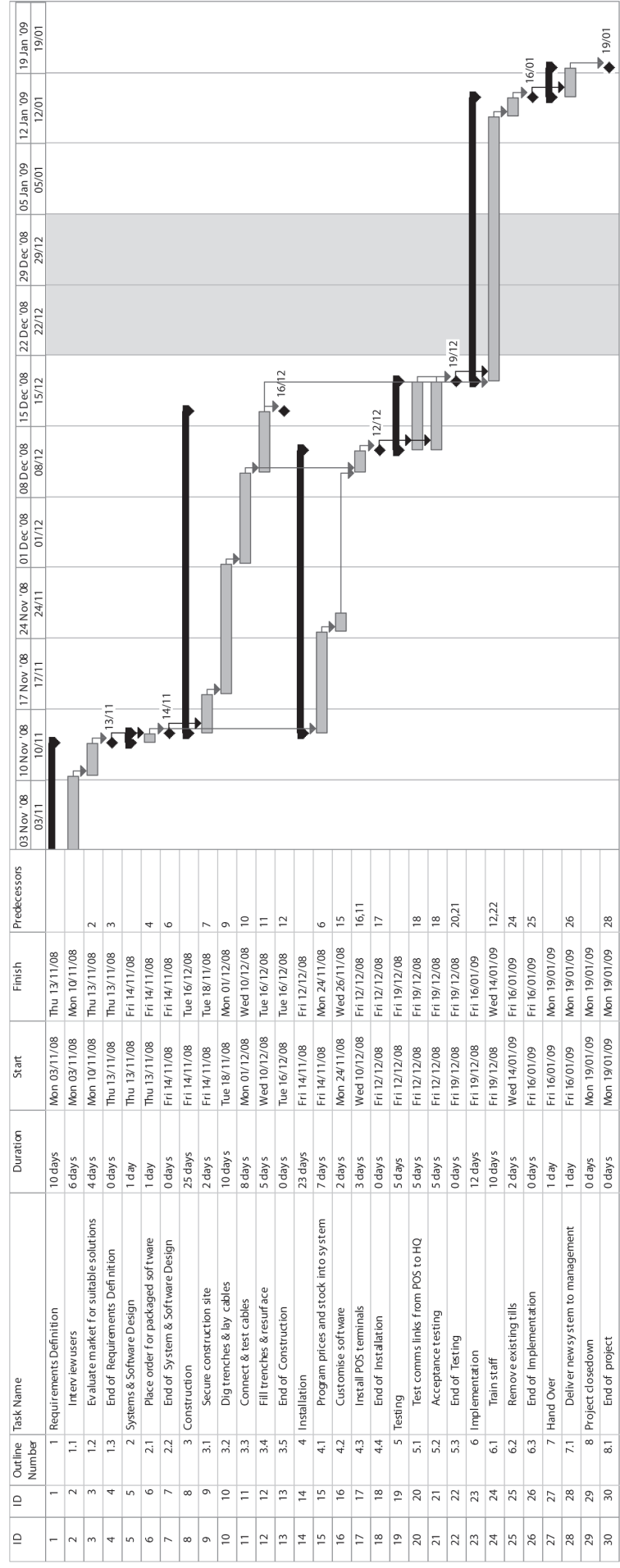


Figure 1 Gantt Chart for Karen's Fun World

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Section A

This section relates to the **Karen's Fun World** scenario.

1. The project manager must produce a definition of scope for the project.

(a) Identify **two** of the project deliverables.

1

2

(2)

(b) The owners of Karen's Fun World, MT Surfaces and the LMY Bank are stakeholders in the project.

Explain why **each** has an interest in the success of the project.

The owners

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MT Surfaces

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LMY Bank

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(6)



<p>(c) The stakeholders need a method of determining the success or failure of the project.</p> <p>Identify two criteria that will be used to measure whether or not the Karen's Fun World project has been successful.</p> <p>1</p> <p>2</p> <p style="text-align: right;">(2)</p> <p style="text-align: right;">(Total 10 marks)</p>	Leave blank
	Q1



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2. Before the project gets underway, detailed planning must be undertaken by the project manager.

(a) Describe **two** different aspects of the project planning process.

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(4)



<p>(b) Describe three features of project management software that helps the project manager create and maintain the plan.</p> <p>1</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>2</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>3</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(6)</p> <p style="text-align: right;">(Total 10 marks)</p>	Leave blank
	Q2



3. Some projects are successful and some fail.

Describe **two** factors that will contribute to the success of the Karen's Fun World project.

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(Total 4 marks)

Leave
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Q3

4. The project manager has produced a plan for the project.

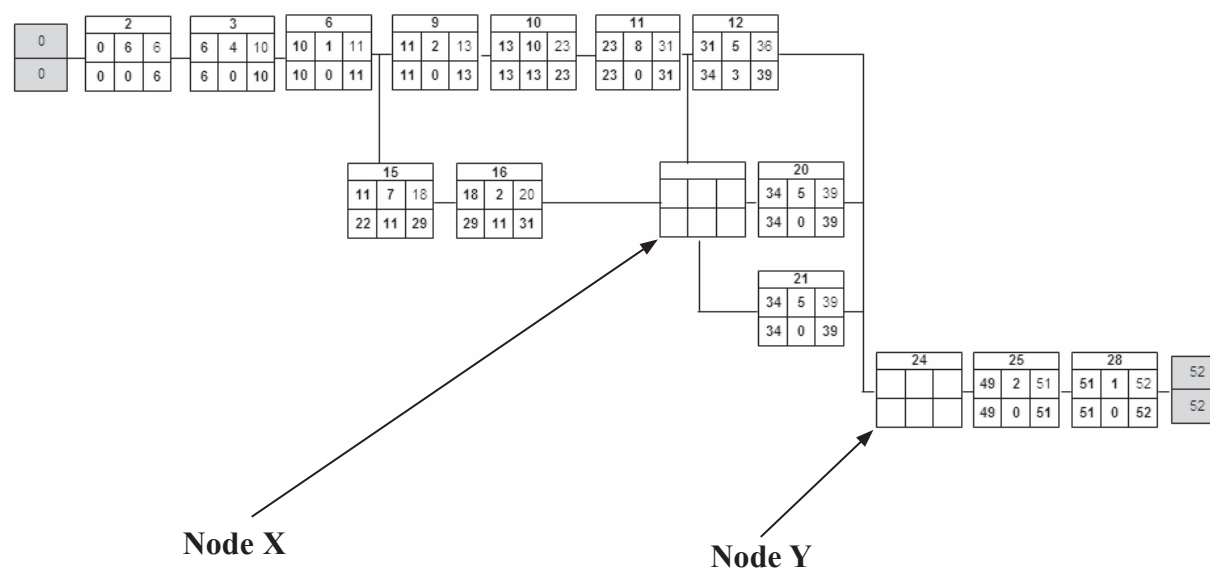
(a) Identify **four** key features of the plan.

- 1
- 2
- 3
- 4

(4)

(b) The project manager produces a Pert chart to illustrate task dependencies.

Fill in the data missing from nodes (X) and (Y).



Pert Chart for Karen's Fun World

(14)

Q4

(Total 18 marks)



<p>(b) Explain two other external factors that could affect the project.</p> <p>1</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>2</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(4)</p> <p style="text-align: right;">(Total 10 marks)</p>	Leave blank
	Q5





<p>6. A series of interim review meetings will be held during the project.</p> <p>Explain the function of these meetings.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(Total 4 marks)</p>	<p>Leave blank</p> <p>Q6</p> <input style="width: 20px; height: 20px;" type="text"/>
<p>7. Once the Karen's Fun World project has been delivered, it must be closed down in a structured way.</p> <p>Describe two tasks that are completed during project close down.</p> <p>1</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>2</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p style="text-align: right;">(Total 4 marks)</p>	<p>Q7</p> <input style="width: 20px; height: 20px;" type="text"/>
<p>TOTAL FOR SECTION A: 60 MARKS</p>	



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Section B

This section relates to the investigation you have carried out into Norwich Union's, technology enabled solution, 'Pay as you Drive'™ Insurance.
http://www.official-documents.gov.uk/document/hc0607/hc00/0033/0033_ii.pdf

8. (a) Identify the **three** objectives of the 'Pay as you Drive'™ Insurance project.

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(3)

(b) Explain **three** benefits that **Norwich Union** expected to achieve from this project.

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(6)

Q8

(Total 9 marks)

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9. Norwich Union split the 'Pay as you Drive'™ Insurance project into **five** stages.

Summarise the activities that were carried out in each stage.

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(Total 9 marks)

Q9

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