



Surname	Centre Number	Candidate Number
First name(s)		2



GCE AS/A LEVEL

2540U10-1



S25-2540U10-1

MONDAY, 2 JUNE 2025 – MORNING

DIGITAL TECHNOLOGY – AS unit 1
Innovation in Digital Technology

Paper version of on-screen assessment

2 hours

2540U101
01

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen. Do not use gel pen or correction fluid.

Write your name, centre number and candidate number in the spaces at the top of this page.

Answer **all** questions.

Write your answers in the spaces provided in this booklet. If you run out of space, use the additional page(s) at the back of the booklet, taking care to number the question(s) correctly.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the necessity for good English and orderly presentation in your answers.



JUN252540U10101

Answer **all** questions.

1. (a) Define the term 'protocol' and give **one** reason why protocols are needed. [2]

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- (b) Describe the TCP/IP protocol. [2]

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2. (a) Describe the positive and negative impacts of social media use by individuals.

[6]

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- (b) Describe how organisations use social media platforms to interact with their customers.

[6]

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3. Mair is the manager of a social media site and is looking at implementing a new digital system.

Discuss the purpose and activities involved in the following development phases for this new digital system: [9]

- feasibility study
- requirements analysis
- release

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4. Olivia understands that the proliferation of Artificial Intelligence (AI) in recent years has been significantly impacted by three main enablers.

- (a) Identify the **three** main enablers and describe how each of these have contributed to the widespread adoption and capabilities of AI. [6]

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- (b) Olivia is a school's computer network manager. Explain how AI could be used to improve the cyber security of this network. [6]

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- Advise Aisha how to design an effective mobile app using the four phases of UCD. [12]



6. Sam owns a small clothing business.

Media sharing networks are a type of social media site.

Discuss how the main features and functionalities of 'media sharing networks' could benefit Sam's business.

[5]

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7. Describe the **four** phases in the evolution of the Internet:

[8]

- connectivity
- networked economy
- collaborative experiences
- Internet of Everything (IoE)

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