

- (b) The sales representative decides to create a multimedia presentation and wishes to place an image of the new product on one of the slides.

Explain the steps he would need to take to do this.

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[4]

- (c) He searches his company website to find a suitable image for his multimedia presentation. Part of the markup language from the web page to load the image is shown.

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<img src ="New_product.jpg" alt="company logo">
```

When the markup is run, the words 'company logo' are displayed and not the image.

Explain why this may be the case.

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[2]

3. June/2020/Paper_12/No.11

A headteacher is planning to produce a presentation to showcase the school's achievements.

(a) Describe **two** methods the headteacher could use to gather information about the requirements of the target audience.

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[2]

(b) The presentation is to be shown on large monitors at the entrance to the school. The school is planning to embed music into the presentation so that music could be played as the presentation is shown.

Describe the steps the headteacher would need to take to play music in the background of the slides.

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[4]

(c) After showing the presentation to the parents the headteacher wishes to use the presentation to show to young children to encourage them to come to the school.

Describe the features that the headteacher must include to make the presentation meet the needs of an audience of young children.

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[4]

