For this assignment you will need to create a Database guide for new employees at ‘Campion Computer Security’. You will need to research and explain the following database terminology. You should write a detailed explanation of each term with an example of how each one is used, preferably with illustrations.

You should aim to write a short paragraph for each term listed below.

- Describe what a Relational Database Management System (RDBMS) is.
- Explain what a Tuple is
- What are Attributes?
- Define a Primary Key
- Define Foreign Key
- Explain what an entity is
- What does the term Referential Integrity mean?
- Explain with examples Entity relationships – One to one, one to many, many to many.
- Describe what Queries are
- Explain what a Composite Primary Key is.
- What does Normalisation do?
- Explain the normalisation process (UNF), First normal form (1NF), Second normal form (2NF), Third normal form (3NF).

Part 1

For the first part of the activity you will need to define and explain how these website security problems could cause problems for commercial organisations.

- Malware
- Denial of Service Attack (DoS)
- Viral

Part 2

The second first part of this activity you will need to define and explain the key terms in preparation for the Unit 3 assignment ‘Using Social Media in Business’ which you will study in Year 12.

- Direct Advertising
- Indirect Advertising
- Search Engine Optimisation
- Website and Mobile Integration
- Demographics
- Google Adwords
- Facebook Insights
- Engagement
- Blogging
- Post reach
# Assessment criteria Task I & 2

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
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</thead>
<tbody>
<tr>
<td><strong>To be eligible for Level 1, learners must have explained each of the</strong></td>
<td><strong>To be eligible for Level 2, learners must have explained each of the</strong></td>
<td><strong>To be eligible for Level 3, learners must have explained each of the</strong></td>
</tr>
<tr>
<td><strong>features. There may be omissions or errors.</strong></td>
<td><strong>terms in some detail without any obvious omissions or errors.</strong></td>
<td><strong>terms extensively and accurately.</strong></td>
</tr>
<tr>
<td><strong>The level of detail may be superficial and may not give examples of</strong></td>
<td><strong>Each term should be illustrated with a real world examples of how the</strong></td>
<td><strong>Each term must be illustrated with a real world examples and a detailed</strong></td>
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<tr>
<td><strong>how the term may be used in real world applications.</strong></td>
<td><strong>features are used.</strong></td>
<td><strong>explanation should be given about how the features are used.</strong></td>
</tr>
<tr>
<td><strong>For full marks in this band, learners must have described</strong></td>
<td><strong>The level of detail should be comprehensive and referencing</strong></td>
<td><strong>The level of detail must be extensive for all of the terms and referencing</strong></td>
</tr>
<tr>
<td><strong>some of the listed terms.</strong></td>
<td><strong>should be used for all research sources.</strong></td>
<td><strong>should be used for all research sources.</strong></td>
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<td>For full marks in this band, learners must have described some of the</td>
<td>For full marks in this band, learners must have described all of the</td>
<td>For full marks in this band, learners must have described all of the</td>
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<td>listed terms.</td>
<td>listed terms.</td>
<td>listed terms with full examples and illustrations for each.</td>
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