Internet Mark Scheme



* FTP is a standard set of rules that have been established to allow the exchange of (large) files over the internet.
* **Advantages**
* FTP is not limited to file sizes unlike email attachments
* Allows reliable transfer of files between platforms

**Uses:**

* Can be used for uploading a database of sales from one branch of an organisation to the head office
* Can be used to download/upload a website from/onto the internet/server



* Trained staff to create and maintain the website
* An electronic catalogue of stock
* A search facility
* Methods of secure payment/Shopping trolley
* Database of customer orders
* Order confirmation/email confirmation



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| **Advantages** | **Disadvantages** |
| Ability to order goods 24/7 | Problems with fraudulent/fake websites; credit card fraud |
| There it no travelling – savings in costs and time; also delivered to door | Lack/loss of social interaction |
| Allows disabled people to do their own shopping | Can’t fully assess the quality of the goods; can’t try things on |
| You can see customer reviews | Hidden costs of postage and packing |
| Greater choice of goods which may not be available locally | May have a problem returning goods |

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| **Advantages** | **Disadvantages** |
| **Customers can email enquiries, orders and requests** | **Need to employ fully trained staff** |
| **Wider customer base/global audience** | **Competitors can see your prices and target your company** |
| **Lower start up and running costs; large savings on shop, warehouse and office space** | **Increase in the reliance of delivery vans** |
| **Easy to update and alter online catalogues** | **Extra costs incurred from hosting website and deliveries** |



**URL**

* 1. **URL (Universal Resource Locator) is the unique web address of a site on the Internet.**
  2. **You simply type it in to go directly to the website you want.**

**Boolean Search (Explain one and explain how it is used)**

* 1. **Using AND narrows a search by combining terms; it will retrieve documents that use both the search terms you specify**
  2. **Using OR broadens a search to include results that contain either of the words you type in**
  3. **Using NOT will narrow a search by excluding certain search terms**
  4. **It helps save time searching for information as it helps you narrow down a search.**
  5. **A Boolean search allows you to combine words and phrases using the words AND, OR and NOT to limit, widen, or define your search.**

**Search Engine**

* **A program that searches for and identifies items in a database that correspond to keywords specified by the user**
* **Use of a search engine to enter key words to find the information you require.**

**Hyperlink**

* **A hyperlink is a type of button, which when clicked takes you from one page in a website, to a different page or a different website**
* **You can surf the Internet by following hyperlinks, by clicking on a link to move from one area of interest to another.**



**Sharing the same data procession task/project between different computers on a network**

**The ‘SETI’ Project – Search for Extra-terrestrial Intelligence**

* **SETI use DC to search for intelligent life outside of earth using a radio telescope**
* **In order to search for narrow-bandwidth signals lots of computing power is needed**
* **They use a virtual super-computer consisting of a huge number of home computers connected to the internet**

**The Popular Power Project – Helps to develop flu vaccines**

* **They use DC to develop flu vaccines**



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| **Advantages** | **Disadvantages** |
| **Reduces cost because a super computer is not needed** | **Issues with the security of data spread out on so many different computers** |
| **Can pass work to computers anywhere in the world using the internet** | **Heavy reliance on networks and communications which may not always be reliable** |
| **Improved performance as each computer can work on part of the data** | **Increased costs owing to the use of expensive communication lines** |



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| **Advantage** | **Disadvantage** |
| **Broadband does not tie up your phone line.**  **Broadband’s fast download time means that you can use it to listen or watch films or music.**  **Search engines work faster with broadband so takes less time to find information.**  **Broadband always on so it much quicker and safer to keep anti-virus, etc up to date. /Don’t have to waste time connecting to the internet.**  **Broadband can make cheap phone calls via the internet .**  **Broadband makes video conferencing possible.**  **Broadband allows more devices/computers to be connected to the internet at the same time.** | **Broadband not available everywhere.**  **Monthly fees so might not be useful to a light user.** |

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| **Advantages** | **Disadvantages** |
| **Dialup can be used on a phone line.** | **Using a dialup modem is very slow and limits its use / a download on dialup can take hours compared to download on broadband.** |
| **If only a light user dialup might be cheaper as only have to pay when you are using it, broadband you pay a monthly subscription whether you use it or not.** |  |



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| **Advantages** | **Disadvantages** |
| * **Can access e-mail, surf the internet from wherever you are (on the move)** * **Can work more productively because you can do things at once, without having to go back to the office** * **Can easily modify your plans – flights, trains, hotels** * **Increase in real time collaborative working / voice conferencing / video conferencing** * **Can work anywhere in the home or office (teleworking)** | * **Affects home / work balance** * **Can be very expensive if use a mobile phone for the access** * **Many black spots / poor connectivity** * **Increased security problems from hacking** * **Battery life on mobile devices** * **Network overload at peak demand** * **Some attachments cannot be opened / worked on** * **Work progress hampered by distractions** |