

## **GCSE MARKING SCHEME**

# INFORMATION AND COMMUNICATIONS TECHNOLOGY

**SUMMER 2013** 

#### INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2013 examination in GCSE INFORMATION AND COMMUNICATIONS TECHNOLOGY They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

	Page
Unit 1	1
Unit 3	8

#### **INFORMATION & COMMUNICATION TECHNOLOGY**

#### UNIT 1: UNDERSTANDING ICT

Question			Answer	Max mark
Q.1 (a)		One mark for e	each for each correctly circled answer	3
			If all ticked no marks	
	4 ✓			
	6 ✓			
(b)	Thesaurus Online thesau	rue		1
	NOT dictionary			
(c)	Mail Merge Label printing Condone Ema	ail (merge)		1
Q.2	Knowledge Information Data			3
Q.3 (a)	GIS:		1	4
	True	False		
	✓ ✓			
	<b>v</b>			
		• 		
			1	

Question	estion Answer			
(b)	Advantage:	2		
	Speed: Can send/receive data/images/music/text instantly.* Cost: Can send/receive data/images/music/text for no extra cost. No wires are needed/wireless. You can synchronise devices/link devices.			
	Hands free (while driving). Security: Pairing requires PIN.** Do not accept a use as an advantage.			
	Disadvantage: Can only be used over short distances.			
	Relatively small bandwidth / slow to transfer large files. * Cannot send to a group / can only handshake with one device at a time. Health concerns.			
	Runs battery down quickly. Can be used for hacking. **			
	Do not allow opposite answers.			
Q.4 (a)	6	1		
(b)	7	1		
(c)	Student ID Number. Must have whole fieldname.			
(d)	To uniquely identify the student / to make each record unique / unique identifier / unique / individual differentiating number.			
(e)	ТЕХТ	1		
(f)	One mark each for any two of the following:	2		
	Consistency of data. Saves <u>typing</u> in the whole word/ quicker to <u>type</u> / Faster to enter data. Saves memory/ storage space. Not 'space' by itself. Less chance of error/fewer transcription errors. Easier to check codes using validation checks. Faster access to data / Faster to transfer data.			
(g)	One mark for each correct field and search criteria X2. One mark if both fields are correct but search criteria incorrect. One mark if both search criteria are correct but fields are incorrect. Search criteria must be spelt correctly.			
	FieldLogical OperatorSearch CriteriaSki Ability=BeginnerPaid=Yes			
(h)	46/07/1997 / There are not 46 days in a month/July (1).	3		
	Range check/ list check (1).			
	The range/day should be between 1 and 31./ >=1 and <=31 (1)			
	1110 Tanye/uay should be between 1 and st./ >=1 and <=31 (1)			

Question	Answer	Max mark
Q.5 (a)	True         ✓         False         ✓         True         ✓	4
(b)	For two marks needs to include both of:         (i)       CC – email sent to more than one person <u>at the same time/ every recipient</u> <u>can see who it was sent to</u> (ii)       BCC – send a copy of the email to another person <u>without other recipients</u> <u>seeing it / they do not know if it has been copied to other people as well</u>	2
Q.6 (a)	Advantage ✓         Advantage ✓         Disadvantage ✓         Advantage ✓         Disadvantage ✓	5
(b)	Any one from advantage (1) and disadvantage (1) <b>TO THE COMPANY</b> Advantage Can attract wider variety of customers. Low start-up costs compared to a shop. Can reach customers 24/7. Easy to update stock and prices. No cost for overheads in retail premises. Income from third party advertising. E-advertising and market targeting. Disadvantage Network downtime can be expensive due to loss of sales. Extra costs to maintain and update the website. Competitors can see your prices/ global competition. Delays/lost goods due to reliance on delivery companies. Customers personal data can be hacked (not just hacking on its own). Not everyone has access to the Internet (NOT if 'wider audience' given as an advantage). Loss of reputation due to fraudulent sites. Loss of reputation through bad reviews. Do not accept shop closures/loss of staff jobs. DO NOT ACCEPT ADVANTAGES AND DISADVANTAGES TO THE CUSTOMER	2
(c)	One of the following:         Hyperlink.         Menu/drop down list.         Search engine/search box/filter.         Hotspot.         Not url /links from other sites.         Not search/ browsing/query on its own.	1

Question	Answer			Max mark
Q.7	Cannot forget like Real time registrat Frees up teacher t <b>ONE disadvantag</b> Expensive to buy s Time consuming to Privacy issues/ Pa	ident / No-one else can register a card ion/know immediately where pu ime ge: scanners/ expensive to install o create biometric database / M	pils are/can track pupils	3
Q.8 (a)	£60 Sixty pounds <b>NOT</b> 60			1
(b)	Currency No decimal places			1
(c)	A =SUM(B3:H3	3)		1
(d)	B =IF(J4=0,"Tri	B =IF(J4=0,"Trip Paid","Not Fully Paid")		
(e)	Absolute cell refer	Absolute cell referencing / absolute		
(f)	One mark each for Accurate/correct c Automatic <u>re</u> calcul Save formula and Do 'what ifs' Draw graphs NOT 'can do sums NOT just Automati	alculations lation data 3' <b>NOT</b> 'faster' <b>NOT</b> 'easier'		2
Q.9	Sensor Humidity Infra-red Light pH Pressure Smoke Sound Humidity	Measures         Water vapour in air         Body heat         Light level         Acid/alkali levels         Pressure         Atmospheric smoke         Level of noise         Water vapour in air	for example of where used in school x 3 Use Weather station Computer room security alarm system External security lights In science experiments Security door mats at school entrance Smoke alarms in classrooms Security alarm in school office Weather station	6
		ature.	Alarm systems ystem) without additional expansion	

Question	Answer	Max mark
Q.10 (a)	One mark each for:	2
Q.10 (a)	Voting. Shopping. Dating. Email. Videoconferencing. Recording programmes. Pausing / rewind live TV. Pay per view services. Games. Quizzes. Streamed video content (Catch up / films ,etc.) Motion/gesture control. Screen options e.g. split screen/camera angles. Voice options e.g. choice of language/subtitles.	2
	Any reasonable answer.	
(b) (i)	Instant messages/ Chat. Make Comments / wall posts. Check friends status / newsfeeds. Create or join groups / events. Locate friends –gps. Search to find friends. Sharing videos and photographs. Tag videos and photographs. Update profile picture. Playing games. Videocalls. Tweeting. 'Talking' needs to be clarified.	2
(::)	Any reasonable answer.	
(ii)	Reasons involving: Identity theft/ hacked. Burglary is updating status to say you are on holiday. Paedophiles / grooming / stalking. Cyberbullying / blackmail/ could affect reputation and job prospects.	1
(C) (i)	A (digital) camera used to capture still images and video images on the Internet/network. A camera used to collect/display moving images over the Internet/network. Real time camera. Video telephony.	1
	Not just a 'digital camera'Needs camera + internet/network/computer/live/realtime.No brand names.	

Question		Answer	Max mark
(ii)		images apturing images s to time lag	2
(d)	One mark for each ha	zard and matching prevention.	4
	Health hazard Neck strain Repetitive strain injury/ Carpel tunnel	Prevention         Have eyes at same level as screen         Adjust monitor height / screen at suitable angle         Use adjustable chairs         NOT comfortable chair NOT correct posture NOT sit up         straight         Wrist and feet supports / arm supports         Ergonomic keyboards	
	syndrome / wrist ache / wrist strain <b>NOT</b> arthritis Epileptic fits	Regular joint exercise Key in with your wrist straight <b>NOT</b> just 'take breaks' must have time element Screens to reduce screen flicker	
	Eye strain	Regular breaks Focus on distant object Ergonomic lighting	
	Radiation Headaches	Screen filters Take regular breaks / screen filters <b>NOT</b> take breaks - <b>must have</b> time element	
	Circulation problems Back problems /	Take regular breaks <b>NOT</b> take breaks - <b>must have</b> time element Use <u>adjustable</u> chairs / foot supports	
	back ache	Take regular breaks <b>NOT</b> comfortable chair <b>NOT</b> correct posture <b>NOT</b> sit up straight	
	Do not give same pre Prevention must mate		
	0	sease NOT Don't sit / spend too long at computer OT trip up over cables NOT spill drinks ndrome	

Question	Answer		Max mar
Q.11 (i)	One mark for each of four features with corresponding example of use.		
	<b>Name</b> Automatic marking Games Video	<b>Example of use /descriptions</b> Giving instant feedback to teach maths tutorials/ videos showing a science experiment	
	Audio Simulations/demonstrations Animation VLE	tutorials in music of weather patterns to show different aspects of design Teachers can upload content / Students can submit their work electronically	
	Email/ chat room/blogs/forums	Communication between teachers and students - discussion	
	Interactive quiz	ICT revision	
	Tracking feature Walkthrough	Pupils/parents can check progress online papers	
	DO NOT AWARD THE SAME		
(ii) Double	disadvantages of	clear, coherent answer discussing advantages and online tutorials and assessment. They use appropriate ccurate spelling, punctuation and grammar.	
	<b>3-5 marks</b> Candidates discuss some advantages and disadvantages of online tutorials assessment but responses lack clarity. There are a few errors in spelling, punctuation and grammar		
		y give a brief description of some advantages or ne response lacks clarity and there are significant errors in on and grammar.	
	0 marks No valid response		_
	<ul> <li>Advantages</li> <li>Individualised learning – tai pattern</li> <li>Students can work at own p</li> <li>Can access from any devic anywhere</li> <li>Learning can take place at</li> <li>Can be done away from schlearning</li> <li>Teacher does not have to be provide extra support when available</li> <li>Wide variety of online resourt Keep students interested/ M than pen and paper/variety formats can be used(sound)</li> <li>Self-assessment / Immedia feedback/ Analyse/view wh wrong</li> <li>Frees up teachers time</li> <li>Don't have to incur extra co outside school</li> <li>Not as embarrassing if they wrong/improves confidence</li> </ul>	<ul> <li>purchase</li> <li>Staff training</li> <li>Time consuming to upload all content/slow loading speeds</li> <li>No interaction with peers/lack of social interaction</li> <li>Needs to be self-motivated</li> <li>Sometimes hard for teachers to monitor progress</li> <li>Might not explain subject as well as a teacher</li> <li>Cannot ask questions as you can in a classroom environment</li> <li>Video/animation) te results/ ere you went</li> <li>Parents worried about the safety of pupils working online.</li> <li>NOT 'expensive to setup' NOT just 'need to have the internet'</li> </ul>	
	disadvantages to get full mar		

### **UNIT 3: ICT IN ORGANISATIONS**

Question	Answer				Max	k mark
1	1 mark for name of device 1 mark for saying whether input or output If tick 2 boxes in same category then no marks Allow second mark if name device incorrectly					
		Device	Input	Output		
		Scanner	$\checkmark$			
		Speakers			2	
		Webcam/ <u>digital</u> camera/ <u>digital</u> video camera ( <b>Not</b> camera)			2	
		Microphone			2	6
2(a)(i)	Graphical User Interface	/ GUI ( <b>Not</b> \	WIMP. Not Wind	dows)	1	1
2(a)(ii)	<ul> <li>Any four of:</li> <li>Windows</li> <li>Icons</li> <li>Menus</li> <li>Pointers</li> <li>Assistants / help files</li> <li>Tutorials</li> <li>Favourite settings / c</li> </ul>		t / adding widge	ats / customisation	1 1 1	
	<ul> <li>(Keyboard) Shortcuts</li> <li>Task bar / Ribbon ba</li> </ul>	s / Hot keys				
	WIMP = one mark o Colour	nly N	<b>OT</b> pictures or i	mages <b>NOT</b>		4

Question	Answer	Max mark
2(b)	Type of interface = one mark x 2	2
	Different advantage = <b>one mark x 2</b> Do not give duplicate answers	2
	Allow a correct advantage if HCI type mark is not awarded if you can clearly	
	recognise what interface they are talking about.	
	Must be an advantage not a use	
	Not 'easy', 'easier' / faster - unless qualified NOT GUI	
	Menu driven	
	No need to learn a lot of commands	
	<ul> <li>Intuitive/easy to understand</li> </ul>	
	<ul> <li>Easy to navigate</li> </ul>	
	<ul> <li>Ideal for beginners – everything is in a logical place/order</li> </ul>	
	<ul> <li>No expert language to learn</li> </ul>	
	Little processing power needed	
	Empowers disabled	
	<u>Command-line</u>	
	Quicker to type commands ( <b>NOT</b> 'quicker' must be qualified)	
	Quicker to input commands as shortcut keys can be used/shortcut keys	
	Little <u>memory /storage space (<b>not</b> '<i>space</i>') needed</u> - compared with other	
	interfaces	
	Little <u>processing</u> power - needed compared with other interfaces	
	Voice/ Speech driven	
	Speech input is much faster than keyboard input	
	No need to learn to type	
	Less danger of RSI	
	Reduces typing mistakes such as spelling / hitting wrong key	
	Keyboard takes up room on the desk	
	People with a disability that prevents typing can use speech input	
	Hands free advantages/ can multitask	
	Biometric	
	Each individual has unique biometric characteristics	
	It's difficult to forge biometric properties	
	A biometric property of an individual cannot be lost	
	Biometric properties cannot be shared	
	Eliminate problems caused by lost IDs or forgotten passwords	
	Reduce password administration costs	
	Replaces hard to remember passwords which may be shared or observed	
	by others	
	Touch	
	A touch screen is very intuitive	
	• Easier or faster to use (must be qualified) e.g. the user simply touches what	
	they see on the display	
	<ul> <li>'No keyboard or mouse is required' - <u>only allow if qualified</u> e.g. saves</li> </ul>	
	desktop space, no need to buy mouse and keyboard	
	Touch monitors can even be mounted on the wall.	
	• Touching a visual display of choices requires little thinking and is a form of	
	direct manipulation that is easy to learn.	
	Touch screens are the fastest pointing devices.	
	• Touch screens have easier hand eye coordination than mice or keyboards.	
	• No extra work space is required as with other pointing devices.	
	• Touch screens are durable in public access and in high volume usage	
1	Can be used in dirty/noisy environments	
	Empowers disabled	
		4

3(a)	Answer				mark
	One mark for each correct				
	Star Bus / line/ condone 'e	ethernet'	Ring (Not'		
<u> </u>	circle')				3
3(b)(i)	A switch looks at each packet of data and t			1	
	was intended for / routes data /directs da	ita between cor	nputers on the		
	network.				
- (1 ) (11)	Must have the idea of routing of data				
3(b)(ii)	A gateway;		_	1	
	<ul> <li>Joins together two networks that use difference</li> </ul>	fferent base pro	tocols,		
	<ul> <li>Links different types of networks</li> </ul>				
	Links LAN to WAN				
	<ul> <li>Allows a LAN to connect to the internet.</li> </ul>				
3(b)(iii)	A bridge;			1	
	Joins together two networks that use th	e same base pr	otocols,		
	<ul> <li>Links similar types of networks</li> </ul>				
	Links LAN to LAN				
3(c)(i)	Any two of:				
	Share hardware			1	
	Share software			1	
	Share data/files				
	Easier for internal communication / can	send email			
	<u>Central</u> backup				
	<ul> <li>Easier to monitor network activity</li> </ul>				
	<ul> <li><u>Centrally</u> controlled security</li> </ul>				
	<ul> <li>Can access work from any computer</li> </ul>				2
3(c)(ii)	Any one of:			1	2
3(C)(II)	<ul> <li>A network manager may need to be em</li> </ul>	nloved exper	sivo	'	
	÷ .				
	<ul> <li>Security problems – files sent between virus.</li> </ul>	computers cour	u spreau a		
	Hackers may gain access to data	a tha naturally ar	a offected		
	If the server is down, all workstations or				
0(-1)(:)	Initial cost of servers, communication de	evices, etc. can	be expensive	4	1
3(d)(i)	Closed /private/ internal internet	dependentions of l	A N I	1	1
0(-1)(::)	Condone 'private network' but not general of		AN	4	-
3(d)(ii)	External / remote access to an Intranet	at work		1	1
4(0)	Needs both <u>external</u> access and <u>internal</u> ne	EIWOIK			
4(a)					
		Advantage	Disadvantag		
			_		
			—		
	Accurate readings	Ľ		1	
				'	
	Initial cost of the data logging		$\checkmark$	1	
	equipment		Ľ	'	
		_	_		
	Data can be collected automatically	$\checkmark$		1	
	Data can be collected automatically	$\checkmark$		1	
	Data can be collected automatically	$\checkmark$		1	
	Data can be collected automatically Can be used in dangerous situations			1	

Question	Answer	Max r	nark
4(b)(i)	One mark for Sensor and one mark for Output device. These must match the named control system.		
	Example response:		
	ICT Control System:GreenhouseSensor:Temperature sensor (1)Output device:Heater (1)	1 1	2
4(b)(ii)	One mark for each sensible, suitable process linked to part (i)AControl statementBIf response is yesCIf response is no or null		2
	Example responses:         Greenhouse         A       Is the temperature below 25°C?         B       Turn heater on         C       Turn heater off	1 1 1	
	Automatic car park barrierAIf a car approachesBIf yes raise barrierCIf no do not raise barrier/lower barrier		3
5(a)	<ul> <li>Any one of:</li> <li>Helps diagnose illness/give medical advice</li> <li>Second opinion</li> </ul>	1	1
5(b)	<ul> <li>Any two of:</li> <li>Can store more knowledge than one person</li> <li>Can be kept up to date</li> <li>Helps to give a more accurate diagnosis (Not 'accurate' on its own)</li> <li>Does not forget like a doctor</li> <li>Does not retire</li> <li>Some people prefer entering personal data into a computer rather than talking to a person</li> <li>Gives a second opinion (Not if given in 5a)</li> <li>Available 24/7 (Not just '24/7')</li> <li>Allows self-diagnosis</li> <li>Allows access to an expert where not available locally / saves leaving home to go to doctor</li> <li>Avoids waiting time</li> </ul>	1 1	
	<ul> <li>Condone: 'Cheaper to use an expert system' if qualified e.g. rather than training a human expert'</li> <li>Not 'continuously monitoring patient's condition' / intensive care unit monitoring</li> </ul>		2

Question	Answer	Max r	nark
5(c)	<ul> <li>Any one of:</li> <li>Initial development costs- 'Expensive' needs to be qualified as development costs or expensive to purchase initially.</li> <li>GIGO (resulting in wrong diagnosis)</li> <li>Not 100% accurate</li> <li>Lack of common sense</li> <li>Lack of human touch</li> <li>Lacks human senses</li> <li>Over reliance on the software</li> </ul>	1	
	Not general disadvantages of using computers		1
6(a)	<ul> <li>Any three of:</li> <li>(Spot) welding</li> <li>Spray painting</li> <li>Applying adhesives / sealants</li> <li>(Automatically) fetching and carrying parts/carrying heavy objects</li> <li>Bottle making</li> <li><u>Assembling</u> parts (only accept once)</li> <li>Testing if qualified e.g. engines</li> <li>Use in dangerous environments e.g. bomb disposal Accept any reasonable answer</li> </ul>	1 1 1	3
6(b)	<ul> <li>Any two of:</li> <li>Robot does not get bored carrying out repetitive jobs</li> <li>Carrying out dangerous work</li> <li>Consistency of quality / eliminates human error /Accept more accurate if qualified</li> <li>No holidays / tea breaks / work 24/7</li> <li>Saves on employment costs</li> <li>Robots can work in unheated and unlit environments</li> </ul>	1	
	NOT 'works faster'		2
6(c)	<ul> <li>Any one of:</li> <li>Loss of human jobs / robots replace humans</li> <li>High initial cost of purchasing robots</li> <li>Possible need for extra space, and new technology, to accommodate robots</li> <li>Cost of maintenance/running costs</li> <li>Staff training to set-up/use robots</li> <li>Limited functions</li> <li>Robots may not respond properly in times of an emergency or when some unexpected variance occurs / lack of common sense.</li> </ul>	1	1

Question	Answer           Software/program (1) that controls/runs the computer system (1)		nark
7(a)			2
7(b)	<ul> <li>Any three of:</li> <li>Maximises use of RAM</li> <li>enables software to run / runs software/ run application</li> <li>manages system resources</li> <li>organises the hard drive</li> <li>maximises the use of the memory</li> <li>controls hardware / it handles inputs and outputs from peripherals</li> <li>deals with interrupts</li> <li>deals with errors</li> <li>provides user interface</li> <li>boots up / shuts down the computer</li> <li>manages multi-tasking</li> <li>manages security</li> <li>manages user accounts</li> </ul>	1 1 1	
	NOT 'runs the computer/system'		3
8(a)	The first / main page <u>of a website</u>	1	1
8(b)	Leader board or scrolling marquee Not 'banner'	1	1
8(c)	Website feature Letter		
	Hyperlink <b>C</b>	1	
	Web Icons B	1	
	Search box D	1	
8(d)(i)	Area of a webpage that a user focuses on (1) when search engine results	2	3
	are displayed (1)		2
8(d)(ii)	To ensure their website get as much traffic as possible / people are more likely to click on the links (in the golden triangle).	1	1

Question	Answer		Max mark	
9a	<ul> <li>Any one of:</li> <li>Mouse</li> <li>Graphics tablet</li> <li>Light pen</li> <li>Joystick</li> <li>Touch screen</li> <li>Stylus pen</li> <li>Interactive whiteboard</li> <li>Must be a device Not phone Not tablet</li> </ul>		1	1
9b	Standard tools	Tick (√)		
	Transition			
	Cloning	$\checkmark$	1	
	Tweening			
	Layering	$\checkmark$	1	
	Distortion	$\checkmark$	1	
	Pivot tables			3
9(c)	An image made up of pixels		1	1
9(d)	<b>Problem:</b> The image may become pixelated / fuzzy / blurry – <i>idea of loss in quality</i>		1	
	<b>Suggested image type:</b> Vector (graphic) Do <b>not</b> accept compression formats		1	2
9e	<ul> <li>Optimisation is the reduction of the file size o</li> <li>Not 'makes the image smaller' – must refer to file</li> </ul>		1	
	<ul> <li>One advantage from:</li> <li>Faster uploads/downloads</li> <li>Saves memory/storage (space) /saves hard o (Not 'saves space')</li> </ul>	disc space	1	2

Question A	Answer	Max n	nark
10(a) r	mp3, .wma or .wav	1	1
	<ul> <li>faster uploads / downloads</li> <li>saves memory</li> <li>compatibility with many devices</li> <li>wav</li> </ul>	1	1
•	mp3 /.wma <ul> <li>Loss of quality</li> <li>wav</li> <li>slower to download</li> <li>large file sizes</li> </ul>	1	1
	<ul> <li>Terge in sizes</li> <li>7-10 marks Candidates give a clear, coherent answer fully discussing advantages and disadvantages of an e-commerce system to the customer and Smash Hits. They use appropriate terminology and accurate spelling, punctuation and grammar.</li> <li>4-6 marks Candidates describe or list some advantages and disadvantages of an e-commerce system to the customer and Smash Hits but responses lack clarity. There are a few errors in spelling, punctuation and grammar</li> <li>1-3 marks Candidates simply give a brief description of an e-commerce system and may not mention advantages and disadvantages for both the customer and Smash Hits. The response lack clarity and there are significant errors in spelling, punctuation and grammar.</li> <li>0 marks No valid response.</li> <li>Indicative content</li> <li>Do not give duplicate answers</li> <li>Advantages for the customer</li> <li>Ability to order goods 24/7/ buy 24/7</li> <li>Cost savings are past to customers with cheaper goods</li> <li>Allows disabled people to do their own shopping</li> <li>Saves travel time</li> <li>Saves travel time</li> <li>Saves travel time</li> <li>Read reviews</li> <li>Can listen to samples before you buy</li> <li>Get goods delivered</li> <li>Faster to find products using search engines</li> <li>Instant downloads of videos/books/music/games/apps</li> <li>Online tracking of orders</li> <li>Reminder emails when goods in stock</li> </ul> Disadvantages for the customer <ul> <li>Problems with fraudulent sites</li> <li>Harder to assess the quality of goods before ordering</li> <li>Loss of the social pleasure of shopping</li> <li>Hidden costs of postage or duties</li> <li>Customers worried about security of credit / debit card details</li> <li>Could download a virus if qualified e.g. when downloading a music file</li> </ul>	10	

Question	Answer	Max	mark
	<ul> <li>Advantages for the business</li> <li>Online catalogues are more easily updated</li> <li>Fewer (retail) staff needed</li> <li>Ability to reach customers 24/7</li> <li>Global marketplace means customers from around the world</li> <li>Fluid pricing – easy to change prices from day to day</li> </ul>		
	<ul> <li>Low start-up and running costs compared to traditional stores</li> <li>Disadvantages for the business         <ul> <li>Network downtime can be very expensive</li> <li>Increased competition from abroad offering cheaper goods</li> <li>Reliance on third-party delivery companies who may be unreliable</li> <li>Costs of delivery may make goods more expensive</li> <li>Competitors can see your prices</li> </ul> </li> </ul>		
		Total	80

GCSE ICT MS - Summer 2013



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