

Q1.

	Answer	Do not accept	Additional Guidance	Mark
	Description: Media/audio/video (1) (available) online (1)		Must state media/audio or video (for any mark) No mark available for online on its own	(2)

Q2.

	Answer	Do not accept	Additional Guidance	Mark
	A			(1)

Q3.

	Answer	Do not accept	Additional Guidance	Mark
	B			(1)

Q4.

	Answer	Do not accept	Additional Guidance	Mark
(i)	To provide an accurate location / tell you where you are	<ul style="list-style-type: none"> To give directions 		(1)
(ii)	Any one from: <ul style="list-style-type: none"> Stores / saves the geo-data with a user-friendly name so Shameela can recall it later Saves time – she does not need to enter the address again 	<ul style="list-style-type: none"> Quicker/easier/saves time (without expansion) 		(1)
(iii)	Any one from: <ul style="list-style-type: none"> The Sat Nav / GPS device cannot pick up a good enough signal from the satellites. Loss of signal 	<ul style="list-style-type: none"> 'Signal' (without expansion) 'In a tunnel' 	Must state that the signal is affected.	(1)
(iv)	Description:	<ul style="list-style-type: none"> 'Radiation' (etc) 	Accept any sensible risk and related cause/description	

	<ul style="list-style-type: none"> Distractions, stress, or lack of understanding of device (1) may cause an accident/stress (1) <p>OR</p> <ul style="list-style-type: none"> Incorrect positioning of device (1) may cause a blind spot / affect visibility (1) 		related cause/description.		(2)
(v)	<p>Any two from:</p> <ul style="list-style-type: none"> Can deal with unexpected incidents/ provide alternative routes Provides traffic updates Plots speed Shows current location/position/ where you are Estimated arrival time Current distance to destination Easily updatable Can map petrol stations / motorway services on your route Easier for people driving alone – audio prompts Do not have to stop to look at map Can be voice activated 				(2)

Q5.

	Answer	Do not accept	Additional Guidance	Mark
	<p>Explanation: To allow the event staff to authenticate/verify the owner/make sure pass belongs to the person presenting it (1) to prevent fraud/others from using it/identity theft (1)</p> <p>Award one mark max for answers that relate to 'so that Michael can identify his own pass' / 'lost and found' answers</p>		<p>1 mark for 'authenticate' and 1 for giving reason why.</p> <p>An explanation requires linked responses for maximum marks. Individual statement scores 1 mark max.</p>	(2)

Q6.

	Answer	Do not accept	Additional Guidance	Mark
	<p>Any two things from:</p> <ul style="list-style-type: none"> • Padlock symbol • https in address line • colour of address bar • Verisign® key <p style="text-align: right;">2×1</p>	<ul style="list-style-type: none"> • To validate her identity 		(2)

Q7.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any one from:</p> <ul style="list-style-type: none"> • Paypal/other guaranteed payment system • ESCROW services / 3rd party payment • Bank transfer • Online account with the company • E-vouchers • Gift vouchers 	<ul style="list-style-type: none"> • CoD (cash on delivery) 		(1)
(ii)	<p>Any one linked explanation from:</p> <ul style="list-style-type: none"> • She can cancel the transaction and get a full refund (1) plus any of: <ul style="list-style-type: none"> ◦ Any time up to 7 working days after receiving the items (because it is an online transaction) (1) ◦ You may not have the same rights when buying from a non-UK company as you do when buying in the UK (1) • She is entitled to a refund (1) plus any of: <ul style="list-style-type: none"> ◦ because the item is damaged/not fit for purpose/does not 		<p>An explanation requires linked responses for maximum marks.</p> <p>Individual statement scores 1 mark max.</p>	

	<p>match sales description (1)</p> <ul style="list-style-type: none"> ◦ rights are the same as on the high street (1) ◦ You may not have the same rights when buying from a non-UK company as you do when buying in the UK (1) 			(2)
(iii)	<p>Any one way from:</p> <ul style="list-style-type: none"> • Use a review site / add review/complaint/rating on the company's website • Add comments to a forum • Blog/microblog • Email • Social networking site 			(1)

Q8.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any two reasons from:</p> <ul style="list-style-type: none">• Can receive orders 24/7• Reduces running costs / overheads• Increases brand status/company image• Can reach a wider target audience• Can see customer reviews• Offer wider range of stock (may not need to store/keep in warehouse)			(2)
(ii)	<p>Description:</p> <ul style="list-style-type: none">• Users can search / filter (1) to refine results (1)• They can see if they are currently the highest bidder / winning (1) Users receive messages if they are winning / being outbid / have won the auction (1)• Users can rate each other / the transaction (1) to support the bidding community (1)• Sellers/buyers can pay for items (1) using secure electronic transfers (1)• Users can bypass the auction (1) and buy instantly (1)• Auctions are timed (1) can prioritise bids (1) / Users can watch items and receive messages (1) when the auction will end (1)		<p>Looking for specific features of auction sites</p> <p>One mark for initial point, one mark for additional linked point.</p>	(4)

Q9.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any one linked explanation from:</p> <ul style="list-style-type: none"> Personalised recommendations (1) are provided showing users potential purchases based on previous shopping / browsing history (1) Adverts are personalised (1) based on a person's browsing habits / web searches using cookies (1) 	<ul style="list-style-type: none"> Email 	<p>An explanation requires linked responses for maximum marks.</p> <p>Individual statement scores 1 mark max.</p>	(2)

	Indicative Content			Mark
(ii)	<p>Indicative content discussing benefits and drawbacks of online shopping to the customer:</p> <p>Benefits:</p> <ul style="list-style-type: none"> Can shop 24/7 Don't have to leave the house / no travel required / travel costs saved No queues Wider range of products Easier to locate products / search can be filtered Easier to make price comparisons Check if product is in stock Review of shops/products available No pressure from sales staff Product recommendations Often cheaper than in store Saves time <p>Drawbacks:</p> <ul style="list-style-type: none"> Products received not as expected / difficult to see product Unofficial sites / security threats / fraud Must pay electronically / third party accounts Need to submit personal information Intrusive advertising (certain pop-ups) Remember user IDs and passwords Delivery problems 			(6)

Level	Mark	Descriptor
	0	No rewardable content
		The student will make some suggestions for benefits and drawbacks but these may not

Level 1	1-2	<p>be fully explained. They may focus on either benefits or drawbacks. They have used everyday language but their response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
Level 2	3-4	<p>The student will make a range of suggestions for benefits and drawbacks which includes some relevant discussion, although some of these may be limited and poorly justified. They have used some specialist terms and their response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
Level 3	5-6	<p>The student will produce a response that includes a well-balanced discussion of a range of benefits and drawbacks, supported with appropriate justification. They have used appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Q10.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any two advantages from:</p> <ul style="list-style-type: none">• Greater choice• Can shop around and compare prices• 24 × 7 availability• Read other peoples opinions/ reviews before purchasing <p style="text-align: right;">2×1</p>	<ul style="list-style-type: none">• Cheaper• Faster• More convenient <p>(unless qualified)</p>		(2)
(ii)	<p>Any one disadvantage from:</p> <ul style="list-style-type: none">• Can't try shoes on/might not fit/may have to send them back• Have to wait for goods to be delivered• Actual product might be different from screen presentation• Need to have credit/debit card/ can't pay by cash• Delivery charge• Security risk e.g. identity theft <p style="text-align: right;">1×1</p>			(1)