

Q1.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any two reasons from:</p> <ul style="list-style-type: none"> • Targeted marketing • Sales analysis • To provide a personalised experience to customers <p style="text-align: right;">2×1</p>			(2)
(ii)	<p>Any two explanations from:</p> <ul style="list-style-type: none"> • Control entry to the building (1) so that only authorised people can physically access the database (1) • Encrypt the data(1) so that it cannot be read (1) • Install a firewall (1) to prevent unauthorised remote access (1) • Keep a log of who accesses the data (1) so that this can be audited to detect unauthorised access (1) • Makes users login and enter a password (1) so that only authorised users can access the database <p style="text-align: right;">2×(1+1)</p>		<p>An explanation requires linked responses for maximum marks.</p> <p>Individual statements score 1 mark max</p>	(4)

Q2.

	Answer	Do not accept	Additional Guidance	Mark
	<p>Explanation:</p> <p>Images may be out of time with the sound/live performance (1)</p>		<p>Synchronisation issue (1)</p> <p>Impact on audience (1)</p>	

and this gives a poor audience
experience (1)

(2)

Q3.

		Indicative Content
		<p>Benefits</p> <ul style="list-style-type: none"> • Grouping of individuals into specific groups, share opinions/ reviews/ Meet and communicate with people to gather and share first-hand information and experiences i.e. cooking, sports, music • You can read profile pages of members and select online members/ who you would like to be friends with • Promotes diversity, as you can connect with people from around the world and learn about new cultures/ languages / learning new things • You can share experiences with others by posting photos and videos • Range of media to suit different needs i.e. video cam, voice, chat • 24*7*365 access to friends- time isn't a barrier • Find old friends and reconnect with them • Networking with people could help people find new interests/ jobs • Removes barriers to communication, as users have various ways of communicating regardless of disabilities i.e. chat, webcam <p>Drawbacks</p> <ul style="list-style-type: none"> • People behave differently online • Online experience is not the same as face to face, gestures and context are not always obvious • People might not be who they say they are / cyber-bullying/harassing/stalking/grooming has led to a panic and fear • Lack of privacy and 'down-time' • Access to inappropriate/misleading content
Level	Mark	Descriptor
	0	No rewardable content
1	1-2	<p>The student makes a number of simple statements, probably with limited reference to the benefits and/or drawbacks of using the internet to socialise. Their responses are general.</p> <p>The student uses everyday language but their response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
2	3-4	<p>The student's response is mostly accurate and includes a number of relevant benefits and drawbacks of using the internet to socialise. They make some attempt to argue for/against.</p> <p>The student uses some specialist terms and their response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	5-6	<p>The student has produced a factually accurate response that includes a range of appropriate benefits and drawbacks. A clear argument is presented.</p>

The student uses appropriate specialist terms consistently and their response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Q4.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<ul style="list-style-type: none"> Any one of: A way of linking/connecting people using their personal information. A way of creating/maintaining an online community 	<ul style="list-style-type: none"> 'Networking' 'A way of socialising' An online community Any proprietary name 	Definition of social networking must include concept of linking / connection for first mark point.	(1)
(ii)	<p>Any two from:</p> <ul style="list-style-type: none"> Only have to post one message / message is distributed quicker Allows chat (real-time conversation) SMS requires payment for each person receiving message Can send message without mobile phone signal/with internet connection Can add metadata (such as geo-data) People can comment on / discuss the message Can add multimedia to the message 	<ul style="list-style-type: none"> Easier / faster (without justification) 'Free' (without expansion) 		(2)
(iii)	<p>Any one from:</p> <ul style="list-style-type: none"> Block users Choose to make her profile private / choose to only allow people who she adds to her access/'friends' list/ change her privacy settings. Categorise friends and allow certain ones access. Send invitations to friends to view content 	<ul style="list-style-type: none"> Set a password on her account Answer relating to security settings 		(1)

Q5.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any three changes from:</p> <ul style="list-style-type: none"> • Make her profile private • Change her profile image so it does not show her school uniform • Remove her email address • Remove the postcode of her school • Remove the school crest from favourite images • Remove the link to her IM • Do not list activities on her blog/wall • Deactivate the GPS facility <p style="text-align: right;">3×1</p>			(3)
(ii)	A			(1)
(iii)	<ul style="list-style-type: none"> • Track/record/monitor/log her (or her friends') searches/navigation/memberships/tags/posts/comments (1) then return matched advert (1) <p style="text-align: right;">1+1</p>		One mark for initial point. One mark for additional linked point.	(2)

Q6.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any one from:</p> <ul style="list-style-type: none"> • Virtual worlds (E.g. Second Life) • Forums / news groups / message boards • Microblog / blog • Chat room • Wiki • Social bookmarking • Web conferencing 	<ul style="list-style-type: none"> • Social networks e.g. Facebook • IM/Instant Messaging 	<p>Accept valid proprietary names</p> <p>Blog could be 'Youtube' as is a video log</p>	(1)
(ii)	<p>Virtual worlds: any three from:</p> <ul style="list-style-type: none"> • Build image/ video/ music objects • They could stream live performances • Create/ Alter avatars (to represent their image) • Use audio/ text chat to hold conversations 		<p>Candidates must give suitable uses related to communicating with fans.</p> <p>The band are unlikely to use: wikis, social bookmarking and web conferencing for this</p>	

Forums: any three from:

- Set up discussions
- Read comments from fans/ interact with fans
- Add images/ songs / videos for discussion

Microblog / blog: any three from:

- Keep a diary of their activities
- Read comments from fans on their posts/ interact with fans
- Add images/ songs/ video
- Allows fans to subscribe to latest news feeds

Q7.

	Answer	Do not accept	Additional Guidance	Mark
(i)	<p>Any two ways from:</p> <ul style="list-style-type: none"> • Writing on someone's wall/blog • Send them a message/email/using the inbox • Chat <p style="text-align: right;">2×1</p>			(2)
(ii)	<p>Any two features described from:</p> <ul style="list-style-type: none"> • Organising friends lists (1) to group friends into a guest list (1) • Maps (1) to show location party (1) • Polling (1) to vote on party music/theme (1) • File sharing (1) to distribute lists/invites (1) • Blogging (1) to update party details (1) • Chat (1) to discuss party details (1) • Commenting (1) to respond to others' party suggestions (1) • Picture sharing (1) to show pictures of venue (1) • Create an event (1) to manage attendance and party information(1) <p style="text-align: right;">2×(1+1)</p>	<ul style="list-style-type: none"> • Games / Quizzes 	One mark for initial point, one mark for additional linked point.	(4)

Q8.

	Answer	Do not accept	Additional Guidance	Mark
	<p>Any two from:</p> <ul style="list-style-type: none"> • Rotating the screen / change the view • Controlling apps (e.g compass, music player, crash sensors, shake feature etc) 	<ul style="list-style-type: none"> • Drop detection • Pedometer • Turn off the device 		

	<ul style="list-style-type: none"> Controlling/playing games Image stabilisation To turn the device on 			(2)
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Q9.

	Answer	Do not accept	Additional Guidance	Mark
	C			(1)

Q10.

	Answer	Do not accept	Additional Guidance	Mark																						
	<table border="1"> <thead> <tr> <th>Feature</th> <th>Change</th> </tr> </thead> <tbody> <tr> <td>Screen / brightness</td> <td>Turn down/reduce</td> </tr> <tr> <td>Display</td> <td>Turned off after a set period</td> </tr> <tr> <td>Screensaver</td> <td>Reduce activation period</td> </tr> <tr> <td>WiFi/Wireless</td> <td>Turn off</td> </tr> <tr> <td>3G</td> <td>Turn off</td> </tr> <tr> <td>Apps</td> <td>Disable</td> </tr> <tr> <td>Feature vibration</td> <td>Turn off</td> </tr> <tr> <td>Bluetooth</td> <td>Turn off</td> </tr> <tr> <td>GPS</td> <td>Turn off</td> </tr> <tr> <td>Volume</td> <td>Lower/off</td> </tr> </tbody> </table>	Feature	Change	Screen / brightness	Turn down/reduce	Display	Turned off after a set period	Screensaver	Reduce activation period	WiFi/Wireless	Turn off	3G	Turn off	Apps	Disable	Feature vibration	Turn off	Bluetooth	Turn off	GPS	Turn off	Volume	Lower/off		Do not award change without feature. Accept feature if mentioned in change or <i>vice versa</i> .	(2)
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