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| --- | --- | --- | --- |
| **Q** | **Indicative content** | **Marks** | **Additional guidance** |
| 1a | * Cost effective… * …. costs less than phoning up every single customer. * Scalable as it can reach a larger group of people. * ….no need to contact customers individually/bulk e-mail can eb send. * Can be personalised if it’s sent to a specific set of customers. * …. makes customers feel valued and that it’s directed at them. * Permission based – can be made non-intrusive if users subscribe to the e-mail service. * …. customers who have subscribed must be interest in the products. * Easy to share with other users that are not in their target group…. Customer might forward the email onto someone else as a recommendation. | 4 | Must contextualise for max marks.  No context achieves maximum of 2 marks (1 for advantage and 1 for disadvantage) |
| 1b | 1 mark per bullet   * Interact with other people using chat and email. * Sharing photos and video files. * Access the site from an app on a smartphone. * Personalise their own space/profile by adding photos and links. * Share links to the menu/website * Encourage uses to like/follow content * Accept other reasonable answers. | 3 |  |
| 1c | 1 mark per bullet   * A false statement….. * …. which discredits a person's character or reputation. | 2 | Could refer to slander and libel in their response. |
| 1d | Social networking site   * Facebook….. * …..set a profile that includes content such as links, images and text…. * …..could be used to post opening times/announce new menu * Twitter…. * ……sending short and ‘to the point’ messages… * ……send tweets that can be retweeted to spread the word about the new menu.   Photo sharing   * Instagram…. * ….users can share their experience through photography…. * ….share photos of the new menu/images of food that is on the menu. * Pinterest… * ……for finding ideas like recipes, home and style inspiration, and more…. * …. could be used to post recipes for certain menu items so they can try them at home.   Video sharing   * YouTube…. * …. Share live footage of what you or your brand is doing…. * …. could be used to post a video ad to promote the menu. * Vimeo could be accepted as an alternative to YouTube   Blogging   * Reddit…. * …. combines web content, social news, a forum, and a social network into one single platform… * ….could encourage users to post blog entries of their experience at the restaurant. * Tumblr could be accepted as an alternative to Reddit. | 12 | 1 mark for identifying an appropriate social media platform.  1 mark for identifying their purpose  1 mark for how DC Restaurants will use this platform to promote their new menu.  Max 8 marks for no contextualisation. |
| 2a | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **Blog** | **E-Mail** | **Instant messaging** | **Social media** | **Video conferencing** | | The electronic transmission of mail allows you to send formatted text and images to someone else with an email address. |  | ✓ |  |  |  | | It’s a text-based service, where one person types a message and the other person immediately sees it pop up in their window. |  |  | ✓ |  |  | | A website that it is intended to offer an opinion on something or stories about what is happening with the author. | ✓ |  |  |  |  | | It works by each person 'logging on' to the conference call to participate in an audio-visual broadcast. |  |  |  |  | ✓ | | A website that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. |  |  |  | ✓ |  | |  | 1 mark per row |
| 2b | Advantages:   * Can chat in ‘real time’ to other team members * Can set up a group to speak to multiple people at the same time. * Good for users who have ran out of their SMS or phone call allowance.   Disadvantages:   * Need an internet connection. * No time to reflect on the message that is being sent. * Anyone can send a message if privacy settings aren’t updated. | 2 |  |
| 2c | Any one from:   * (Microsoft) Teams * Zoom * Google Meet * Skype | 1 | Accept other reasonable examples. |
| 2d | Advantages:   * Reduces costs (1)….no need to travel to the lecture (1) * Meeting can take place in separate locations (1)….no need to meet up in one place. * Eddie can set people as well as hear them (1)….this means he can see their body language (1) * Eddie can share ideas with others (1)…through uploading documents or communicating ideas live (1)   Disadvantages:   * Eddie needs the correct hardware (1)….speakers and an internet connection (1) * Eddie is relying on a good internet connection (1)…this could impact the quality of the meeting (1) * If Eddie’s hardware breaks down (1)…then cannot attend the meeting (1) | 4 | 2 marks for advantage  2 marks for disadvantage |
| 2e | 1 mark per bullet   * Websites that allow user to add or edit content… * …..collaboratively. (e.g. Wikipedia) | 2 |  |
| 2f | Any two from:   * Internet forums/message boards * Newsgroups * Review sites | 2 |  |
| 2g | 1 mark per bullet   * The website is a public service/government owned…. * …. information provided from medical experts/trusted people * …. article is up to date so content is valid. | 3 |  |