|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Candidate name | Centre number | | | | | Candidate number | | | | |
|  |  |  |  |  |  |  |  |  |  |  |

**GCSE DIGITAL TECHNOLOGY**

**UNIT 1 THE DIGITAL WORLD**

**BLOCK 3: DIGITAL COMMUNICATIONS**

**45 minutes**

**INSTRUCTIONS FOR CANDIDATES**

Answer ALL questions.

* Write your name, centre number and candidate number in the spaces provided at the top of this page.
* Write your answers in the spaces provided in this booklet.
* Use black ink or black ball-point pen.
* Do not use pencil or gel pen.
* Do not use correction fluid.

**INFORMATION FOR CANDIDATES**

* The number of marks is given in brackets at the end of each question or part question.
* You are advised to divide your time accordingly.
* The total number of marks available is 40.

1. DC Restaurants are launching an all-new summer menu which celebrates British summer produce and the power of plants. One of their key recipes is a halloumi wrap and fries.

The manager of DC Restaurants would like to use social media platforms to promote their new menu aswell as communicating with existing customers who subscribed to the newsletter via email.

1. Explain **one** advantage and **one** disadvantage to using e-mail to promote their new menu to existing customers.

Advantage: ……………………………………………………………………………………………………...

…………………………………………………………………………………………………………………….

…………………………………………………………………………………………………………………….

Disadvantage: …………………………………………………………………………………………………..

…………………………………………………………………………………………………………………….

…………………………………………………………………………………………………………………….

**[4]**

1. DC Restaurants are going to invest in the use of social media channels to promote their new menu.

Identify **three** features that they can use to promote their menu on social media.

1…………………………………………………………………………………………………………………..

2…………………………………………………………………………………………………………………..

3…………………………………………………………………………………………………………………..

**[3]**

1. The manager has discovered that one of their employees has posted a defamatory comment on social media.

Describe what is meant by the term ‘defamation’.

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**[2]**

1. Identify a social media platform for each bullet point shown below, identify its purpose and explain how DC Restaurants can use this to promote their new menu.

* Social networking
* Video sharing
* Photo sharing
* Blogging

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**[12]**

1. Eddie is a university student and uses various methods of digital communication to keep in touch with friends, family and lecturers at the university.
2. Match up each communication method with the description below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **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. |  |  |  |  |  |

**[5]**

1. Eddie is participating in some group work for the next assignment and is just instant messaging to communicate with his team members.

Identify **one** advantage and **one** disadvantage to using Eddie using instant message to communicate with his team members.

Advantage: ……………………………………………………………………………………………………...

…………………………………………………………………………………………………………………….

Disadvantage: …………………………………………………………………………………………………..

…………………………………………………………………………………………………………………….

**[2]**

1. Some of Eddie’s lessons are taking place virtually using video conferencing software.

Identify one video conferencing application that could be used to run virtual lectures.

…………………………………………………………………………………………………………………….

**[1]**

1. Explain **one** advantage and **one** disadvantage to Eddie using video conferencing software to attend virtual lectures.

Advantage: ……………………………………………………………………………………………………...

…………………………………………………………………………………………………………………….

…………………………………………………………………………………………………………………….

Disadvantage: …………………………………………………………………………………………………..

…………………………………………………………………………………………………………………….

…………………………………………………………………………………………………………………….

**[4]**

1. Eddie has been doing some research for the coursework and has used a wiki as a source.

Describe what is meant by a wiki.

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**[2]**

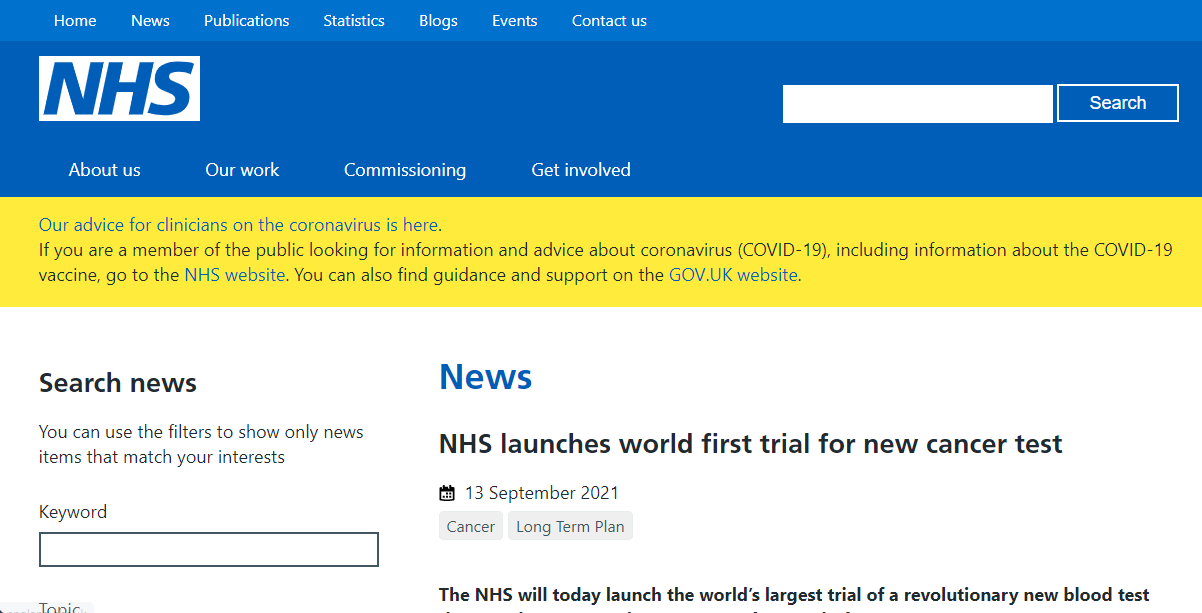
1. Other than a wiki, name **two** other user-generated reference sites Eddie may use.

1…………………………………………………………………………………………………………………..

2…………………………………………………………………………………………………………………..

**[2]**

1. Eddie has used the following source as part of his research.



Explain why this source is considered ‘reliable’.

…………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

**[3]**

**END OF QUESTION PAPER**