|  |  |
| --- | --- |
| 1a | Advantages   * Intuitive and easy to learn how to send an email. * E-mails are sent and received quickly. * People don’t have to be present to receive the e-mail. * E-mails can be sent at any time on any day. (24/7) * Files can be attached to emails. * The same email can be sent to a group of people. * You can request a receipt as proof the email has been sent. * Messages can be prepared in advance and saved until you are ready to send them. * Messages can be encrypted making it possible to send confidential information.   Disadvantages   * Both users must have an email account/address to exchange information. * If you don't know the email address of the other person then you can't send them a message * Many emails sent can be classed as spam. * Can become a distraction as people will spend more time sending emails to friends rather than working. * Mailboxes can get full which means some emails will not be received. * You may have to wait a long time to reply. * Some email attachments or links within emails could contain malware. * In some cases, the recipient might block attachments so they will never receive them. * Vulnerable to phishing emails/scams. |
| 1b | 1 mark for definition, 1 mark for further description/example.   * The way we conduct ourselves online (1)… * … not using capital letters//emojis when communicating in a work-based environment (1) * ….correct use of spelling, grammar and punctuation (1) |
| 1c | 1 mark per bullet max   * Cameras and microphones to be turned off on a call to * ….reduce background noise levels * ….only allowing the person speaking at that time to have their camera and microphone on. |
| 1d | Advantages:   * There is no need to spend time and money travelling to meetings * Meeting can take place in separate locations, no need to meet up in one place. * You can see people as well as hear them. This means you can see their body language which you can't do with a telephone call. * You can share ideas, upload documents to each other to encourage live collaboration. * Cut down on overheads such as electricity as employees working from home.   Disadvantages:   * The correct infrastructure needs to be in place such as hardware, software and a good internet connection. * A very reliable, fast data link is needed. Many companies hire a connection specifically to allow video conferences to take place * There might be a delay between responses if some users have a poor internet connection. * If the hardware breaks down for any of the participants, they cannot 'attend' the meeting * People could be in different time zones around the world. This might mean that some people have to stay up through the night in order to attend the meeting. * Difficult to measure the productivity of their employees while they’re at home. * Employees might feel isolated with the lack of face-to-face social interaction. * An increased risk that employees may become distracted. |
| 1e | 1 mark per bullet   * E-Mail marketing * Social media * Data mining/analytics. |

**Exam-style questions**

1. E-Mail is a common digital communication method used for personal and business use.
2. Identify **one** advantage and **one** disadvantage to using E-Mail.

Advantage:

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

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Disadvantage:

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

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

**[2]**

1. Netiquette is important when using E-Mail in a business context.

Describe what is meant by the term ‘netiquette’.

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

**[2]**

1. Decribe the expectations a company has of it’s employees when using video conferencing software.

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

**[2]**

1. Identify **one** advantage and **one** disadvantage to companies who decide to use video conferencing to conduct meetings.

Advantage:

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

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

Disadvantage:

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

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

**[2]**

1. Identify **two** ways in which business can use digital methods of communication to monetise their products/services.

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

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

**[2]**