Cambridge National

ICT

Level 1/2 Cambridge National in ICT

R012/01 Understanding tools, techniques, methods and processes for

technological solutions

Mark Scheme for Jan 2020

9. These are the annotations, (including abbreviations), including those used in RM3, which are used when marking

Symbol	Description	Comment
✔	Tick	worthy of credit
✗	Cross	Not worthy of credit
BOD	BOD	Benefit of doubt
L1	L1	Level 1 answer
L2	L2	Level 2 answer
L3	L3	Leve 3 answer
NAQ	NAQ	Not answered question
SEEN	Seen	Answer seen
TV	TV	Answer not sufficiently clear
………	Highlight	as directed by PE
REP	REP	conspicuous repetition

Question	Answer/Indicative content	Mark	Guidance
1	**One mark available:** • C (1). • Answer as below: 	1	**Correct answer only.**
2	**One mark available:** • TRUE (1).	1	**Correct answer only.**
3	Low demand question – accept any reasonable advantage. **Two marks available:** e.g. • The cost of using consumer panels can be low//cheap/cheaper (1). • Response rates are high (1). • The data can be gathered quickly/quicker (1). • Feedback is direct (1) • More focused (on the product)/in depth/better quality (1). • The data collected is up-to-date/current (1) • Consumers can take time testing (1) • More people willing to take part (1) • Can observe real world interaction/facial expressions (1).	2	**Titles on lines are for guidance only.** **Mark first two attempts at giving an advantage** **Do not accept**: • Can observe customer using the product. • Quicker/Easier (on own) • Data collected automatically • More accurate/better (TV)/effective (TV) • (Form of) primary research (TV) • Any answer about **use of** data

Question			Answer/Indicative content	Mark	Guidance
4			**One from:** • DPA (1). • GDPR (1).	1	**Mark first answer given.** **Further instruction** **Accept**: Data Protection Act / General Data Protection Regulations/Data Protection/data protection **Do not accept**: Data Misuse Act
5			Low demand question. For deliverable products, accept "intended outcome" or equivalent. **Two from:** • Deliverable products/the (final) product/project deliverables/intended outcome/finished project (1). • Test **results/**Outcomes the project/test document/any awareness that <u>testing</u> has taken place (1). • <u>Phase</u>/iterative review (1).	2	**Titles on lines are for guidance only.** **Mark first two attempts at giving an output**
6			**One mark available:** D (1).	1	**Correct answer only**. If candidate answers more than once, award zero marks.

Question			Answer/Indicative content	Mark	Guidance
7			Low demand question. Accept any reasonable benefit for the use of social media (including prefacing the answer with "easier") **Two marks available:** e.g. • Increases the market awareness (of its services) (1) • Wider audience/world-wide audience/lots of people use social media(1). • Can reach customers directly using social media (1). • Can develop customer loyalty/increased popularity/expanded fan base (1). • Can receive (instant) feedback/comments (1). • Can respond directly/more quickly to enquiries/complaints (1) • Can include links to website (1). • Ease of access to message (1) • It is cheap/cheaper/free (1)	2	**Titles on lines are for guidance only.** **Mark first two attempts at giving a benefit.** Where preamble is clearly an opening statement, ignore. **Do not accept**: • Ease/speed of use • Improved targeting • Speed of message dispersal
8	A		**One mark available:** • Specific (1).	1	**Correct answer only (do not penalise spelling).**
	B		**One mark available:** • Achievable/attainable (1).	1	**Correct answer only (do not penalise spelling.**
	C		**Low demand question – answer must be taken from the scenario, but does need to be quoted verbatim.** **Two from:** • <u>Unique</u> username (1). • Password (1). • Collect data <u>of time spent online/online game usage (1).</u> • Monitor online usage/number of games played (1). • <u>Automatically</u> create invoices (1). • <u>Monthly</u> report (1).	2	**Titles on lines are for guidance only.** Mark first two attempts at giving a target No other possible answers.
	D		**One mark available:** TRUE (1).	1	**Correct answer only**.

Question	Answer/Indicative content	Mark	Guidance

9	**One mark available for identifying storage method and up to a further two marks for justification. Justification may be developed or may be a second, subsequent, justification (if so, mark each point made separately)**
	
	• The Cloud (1st)….
	e.g.
	
	    Data is collected and stored online (1) so additional hardware is not required (1) (Either acceptable for one mark)
	    Backup is done by someone else (1) so it is cheaper than maintaining your own servers (1)
	    The data will be automatically backed up (1) so is better protected (1)
	    Data is/can be shared (1) so employees could work (e.g.) from home (1)
	    Can access data **across a range of different hardware** (1) so data can be transferred from computer to computer (1)
	    High capacity storage (1) so is sufficient for PGZ needs (1)
	    Scalable (1) so can increase capacity as required (1)
	    …concept of footloose (e.g. **"available anywhere")** (1)
	    …concept of improved access (e.g. "**always available")** (1)
	
	• A physical storage device/hard drive/SSD (1st)…
	e.g.
	
	    Data is securely stored within PGZ (1) (where the) data is less likely to be accessed by unauthorised users/hackers (1). (either acceptable for one mark)
	    High capacity storage (1) so is sufficient for PGZ needs/a lot of data can be stored (1)
	    read/writeable (1) so data can be modified (1)
		3	**Titles on lines are for guidance only.**
			
			Mark first storage method given. Read whole answer for justification.
			
			Where no mark awarded for method, no further marks can be given, but read whole answer to ensure that correct answer has not been stated in the justification section
			
			Where a candidate suggests a physical device answers are restricted to **hard drive/SSD** (physical storage device on its own is acceptable).
			
			Award **any** suitable justification **other than cost**
			
			Do not accept
			
			• **"**Quick/easy to upload files" (TV)
			
			NB "Quick/easy to upload files <u>from anywhere</u>" is correct

10	Answer must be HOW a password and username achieve reduce **vulnerability**, not simply stating that security has been addressed. Any understanding that a **password** protects the account is worthy of one mark. Answer is basically in the format: • Reduced access + Expansion **Two marks available for a description:**	2	**Read whole answer** Where candidate gives a preamble that is clearly intended to be an introduction to the answer and is not the answer, do not treat this as an attempt at the question. N.B. Be aware of colloquialisms and **award in the spirit of the answer** (for example, "Not anyone would be able to get on" is acceptable)

Question			Answer/Indicative content	Mark	Guidance
			• Any concept of password being a form of protection (1) leading to restriction of access (1) • e.g. • Password required to get on (1) so access is restricted//and only given to trusted people (1) • Recognised/authorised users can get onto the account (1) others cannot (1). • Passwords are used to restrict usage (1) to the allowed services for that user (1). • Password and username combination is unique (1) so reduced chance of accessing other peoples' accounts (1)		

11			**Indicative content = advantages and disadvantages of using an integrated document for presenting the information**
			
			Advantages of using an integrated document:
			e.g.
			• The data will be live and current.
			• Data will be automatically updated.
			• Reduces the time required to create the document because the data is integrated from other sources.
			
			Disadvantages of using an integrated document:
			e.g.
			• The documents require a 'live' connection.
			• There maybe be compatibility issues between applications.
			• Information overload – too much information may be confusing for the viewer.
			
			Do not award:
			    • Training is required to produce the document.
			    • It takes time to produce the document.
			    • Requires specialist software.
			    • Expensive.
				10	**Band 3: [7-10 marks]**
					Learner **explains** the advantages (plural) AND disadvantages (plural) of using an integrated document for presenting the information. Relevant and appropriate contexts are provided to support narrative.
					
					Specialist terms will be used correctly and appropriately.
					
					Any relevant explanation of an advantage or disadvantage is sufficient for bottom of mark band.
					
					Band 2: [4-6 marks]
					Learner **describes** the advantages AND disadvantages of using an integrated document for presenting the information. Some relevant contexts are provided although opportunities will be missed to link these into the narrative.
					
					Specialist terms will be used appropriately and for the most part correctly.

Question			Answer/Indicative content	Mark	Guidance
					For full marks in this band, at least one advantage and at least one disadvantage should be described. *Any relevant description of an advantage or disadvantage is sufficient for bottom of mark band.* **Band 1: [1-3 marks]** Learner has **identified** points relevant to the use of an integrated document for presenting the information. There will be little, if any, use of specialist terms. **0 marks -** No response worthy of credit.
12	A		**Low demand question, but answer must be in context of the question and so should be relevant for a database to store customer details as listed in the scenario.** **Three from:** • Autonumber(1) • (Short) Text (1). • Memo (1) • Alphanumeric (1). • Numeric/number/integer (1). • Date (1). • Time (1). Date/time may be combined for 2 marks • (OLE) Object (1). • Logical or example (1). • Boolean or example (1).	3	**Titles on lines are for guidance only.** **Mark first three attempts at data types given.** Where candidates put two from the same mark point on the same line count as one attempt. Boolean examples could include Yes/No, True/False, Male/Female. Logical examples could include 0/1, On/Off. **Do not accept**: • Currency (not collected in this scenario) • Real (not collected in this scenario)

Question			Answer/Indicative content	Mark	Guidance
	B		**Low to medium demand question. Answer stated must be a feature that is unique to databases, but once candidate has appreciated this, answer should be a statement about a feature and why this feature makes database software appropriate.** **Two from:** • (The database) uses queries (1st) which will find data based on criteria (accept statement of criteria – "live in certain areas")//allow for better data interrogation (1). • (Allows) complex queries/e.g. parameter queries (1st) which can be updated easily to reflect a new search term / allows for greater user control/flexibility (1). • (Allows) cross tab query (1st) allows for effective summary of data (1). • (Databases can enforce) relationships between tables (1st) which results in more effective queries (1). • Database queries can be stored (1st) for future use (1). • Reports can be stored (1st) for future use/for ease of reporting (1). • Database stores data in tables (1st) so data better organized (NOT "shown clearly")(1) • Each record has a primary key (1st) so each record is unique (1) **NB "Tables" may not be awarded on own (TV); marks may only be awarded where subsequent justification of tables is database specific** • Improved data validation/data integrity (1st) therefore the data is more reliable/useable/correct type (<u>not 'more accurate'</u>, not "more valid (if validation given as first answer)) (1) (reversible). • Forms may be used for data entry (1st) making the process more user friendly//less likely to enter data in wrong field (1)	4	**Numbers on lines are for guidance only.** **Mark first two reasons/attempts given.** Feature must be stated before mark may be given Answer MUST focus on features that are present in database software but NOT present in spreadsheet software Allow one mark for any mention of queries. **Do not accept**: • User may not understand the software. • User may not own the software. • Use of filters. • Holds more data • Password protected
	C		**Initial identification of drawback is a low demand question and may be answered with a simple statement. Description of that drawback is also low demand. However, the answer MUST be a description of the problem, and not an explanation of the cause or a redefinition of the exact nature of the incorrect data.** **Drawbacks restricted to those given here.** **Two marks for each drawback described:**	4	**Titles on lines are for guidance only.** **Mark first two drawbacks given. For description, read whole answer. NB be aware that candidates may describe drawback 1 in second description section.** Where candidate gives a preamble that is clearly intended to be an introduction to the

Question	Answer/Indicative content	Mark	Guidance

	ONE OF THE FOLLOWING
	• GiGo// The taxi driver will receive the wrong instructions (1st) …
	e.g.
	   …and will go to wrong address/example thereof (1)
	   …providing bad customer service (1)
	   …loss of reputation (1).
	• Taxi will go to wrong address (1ˢᵗ)…
	e.g.
	   …providing bad customer service (1)
	   …loss of reputation (1)
	   …may go out of business (1)
	• Marketing goes to wrong address(1ˢᵗ)…
	   …loss of potential income (1)
	ONE OF THE FOLLOWING
	• Unable to contact customer (1ˢᵗ)…
	e.g.
	   …to check booking details/example thereof(1)
	• Will ring the wrong number (1ˢᵗ)…
	e.g.
	   ….unable to confirm details (1)
	ANY OF THE FOLLOWING
	• Taxis make wasted journeys (1st)…
	e.g.
	   …waste/costing the company money (1)
	   …fewer drivers available **to work on other work** (1).
	• Bookings are not reliably fulfilled (1st)…
	e.g.
	   …leading to a loss of customer confidence (1)
	   …reduction in bookings (1).
	• Pick up times incorrect (1ˢᵗ)…
	e.g.
	   …suitable expansion (may be from those given above) (1)
	• Data protection act broken (1st)…
	e.g.
	   …legal action taken (1)
			answer and is not the answer, do not treat this as an attempt at the question.
			
			Consider individual drivers and taxi company as the same entity.
			
			First part of answer should focus on a commercial impact on the business. Impact should be the immediate impact, and not the implication. This may then be developed or exemplified. Accept any reasonable development or exemplification
			
			Be aware that the expansions represent acceptable answers and are not an exhaustive list. Expansions from one bullet may be used as expansions for other bullets, where they are suitable.
			
			Do not accept:
			
			• Data held is inaccurate (TV)

Question			Answer/Indicative content	Mark	Guidance

			• Need to amend the information held (1st)…
			e.g.
			    …time wasted (1)
			• Lose income (1st)…
			e.g.
			    …updating information rather than driving (1)
			    …marketing sent to wrong address (1)
			• Cant find customer **on database** (1st)…
			e.g.
			…so duplicate entries (on database) (1)		

13			**Low demand question – each answer is an identification only. Answer must allow review of effectiveness of the app** **Answer must be about the booking process (customer raising the order through to PT receiving the booking), but could be any reasonable success criteria.** **Two marks available:** e.g. • Does the app work? (candidate may be more specific) (1) • Are there/How many customers are using the app (1). • Are there/How many **bookings** have been made (1). • Are there/How many/often bookings were successfully received by PT//conversion rate (1). • Time taken to complete booking (1) • Ease/convenience of **use** (by customer)/efficiency (1) • Review the customer ratings of the app (1). • Number of downloads (1). • Positive feedback on social media (or examples of) (1).	2	**Titles on lines are for guidance only.** **Mark first two success criteria given.** **Further instruction** Only award "does it work" answer (or example of) once. **Do not accept**: • Ease for <u>taxi drivers</u> to use • How long it took for taxi to arrive/did taxi arrive
14			**Two marks available:** • Execution (1). • Evaluation (1).	2	**Titles on lines are for guidance only.** **Mark first two attempts at answer.** **Correct answers only**

Question			Answer/Indicative content	Mark	Guidance

15	A		**The initial consequence is a low demand question, so accept any reasonable consequence that could be an outcome of the cyber-security attack. Accept "phone will be attacked" and "phone will be attacked" as equivalent correct answers for 1st mark.**
			
			The description is a low to mid demand question. This may be a developed point, or two individual points made.
			
			Each answer presented here could be given in a different order, so be prepared to award each comment here as an initial consequence
			
			One for available for identifying consequence and up to a further two marks for description:
			
			e.g.
			• Customers could receive a virus from the app (1st)…
			e.g.
			• ….which could corrupt the customers' files (1) and their data would be lost (1). Hackers could get access to customer phone/device (1st)…
			e.g.
			   …by using a virus (1)
			   …and obtain personal information/example of information (1)
			   …and take control of phone (1)
			• Hackers could get unauthorised access to (personal) information/example of information//information can be leaked to internet/3rd party (1st)….
			e.g.
			   ….which could be used (for (e.g.) identity theft) (1) plus any suitable consequence (1).
			   …such as your (e.g.) address (1)
			   …which would put customer in danger (1)
			• Financial loss (1st)…
			e.g.
			   ….as personal data is taken (1) and can be used to buy stuff (1)
			• Booking may not reach Pro-Taxis/server shut down (etc) (1st)…
			e.g.
			   …so customer is left waiting for a taxi (1) that is not going to arrive/other consequence of taxi not arriving (1).
				3	Do not award answers based on the use of the Public Wireless Network.
					
					Answer must be an impact on the customer and must fit the scenario.
					
					Description given must match the 1st consequence given and must fit other restrictions of the question.
					
					Be aware that the expansions represent acceptable answers and are not an exhaustive list. Expansions from one bullet may be used as expansions for other bullets, where they are suitable.

Question			Answer/Indicative content	Mark	Guidance

			• Taxi does not arrive (1st)…
			e.g.
			    …so customer misses (e.g.) appointment (1) plus reasonable implication (1)
			• Customer has to pay more for taxi ride (1st)…
			    …hacker could manipulate the data (1) by changing prices (1)		

	B		**Initial action is a low demand question, so accept any <u>generic</u> action that will reduce the risk of a cyber-security attack, other than those that suggest not using a public wireless network or use of VPN etc.**
			
			Justification may be why taking an action reduces the risk (such as install anti-virus software) or why NOT taking an action reduces the risk.
			
			Justification may be developed or may be a second, subsequent, justification (if so, mark each point made separately)
			
			One mark available for identifying action customers could take and up to a further two marks for justification:
			
			e.g.
			• Install virus protection//use a protection app (1st)…
			    …which will monitor and control incoming data (1) and prevent loss/corruption of data from a virus attack (1).
			• Use strong password (1st)…
			    …passwords that are weak may be easily guessed (1) allowing easy access to the device (1)
			• Set permissions (1st)…
			    …to prevent the app for accessing sensitive information (1) to keep sensitive data secure (1).
			• Keep the software up to date (1st)…
			    …by installing required patches/improvements (1) and improve the security of the app (1).
			• Only use reputable (download) sites//do not click on adverts/click bait/suspicious emails (1st)…
			…to reduce chance of virus being downloaded (1) as attached to original file (1).
				3	**Titles on lines are for guidance only.**
					
					Mark first two methods of protection given. Read whole justification NB that justification may be provided in any section of the answer.
					
					Question is about reducing the risk of an attack <u>in general.</u>
					
					Accept actions that reduce the chance of an attack OR reduce the impact of an attack
					
					Do Not accept:
					
					• do not use a phone/don't download/don't connect to Internet. The question identifies individuals as customers.
					• Install security (TV)
					• Encryption (NAQ)
					• Any answer based on a different type of network
					• Use security (TV)

Question	Answer/Indicative content	Mark	Guidance
16	**Identification of benefit is a low demand question, but explanation answer must explain how/why it is a benefit.** **All answers are reversible and answers that are presented here as expansion may be awarded as benefits** **Two marks for each benefit explained:** e.g. • **Benefit** (The feasibility report is used to) confirm if the project is necessary/can achieve what intended (1) **Explanation** - saving time / money on projects (1). • **Benefit** (The report can be used to) consider the resources required for the project (1) **Explanation** - allowing the preparation/purchase of required resources//relevant resources more likely to be available when needed (1). • **Benefit** (The report will) consider timescales/deadlines of the activities/tasks//how long it will take (1) **Explanation –** to develop a timeline/timescale for the successful completion of the project//improved chance of completion on time (1). • **Benefit (**The report will) consider the benefits of the project (1) **Explanation** - will show if the project is economically viable (accept economic argument **once** only (1). • **Benefit** – Success criteria defined//know requirements (1) **Explanation** – project has defined targets (1) • **Benefit** – identifies solutions to constraints//identifies constraints (1) **Explanation** – problems more easily dealt with//problems known about (1) • **Benefit** – will be better aware of the potential costs (1) **Explanation** – will know if project is **economically viable** (accept economic argument **once** only) (1)	4	**Titles on lines are for guidance only.** **Mark first two benefits given. Read whole explanation and award to best advantage NB that explanation may be provided in any section of the answer.** Where no mark awarded for benefit, no mark available for explanation **Do not accept**: • Decide if project is feasible (as first answer – **but consider if expansion is correct on its own**) • Repetition of benefit as an explanation • absolute claims: **e.g.** • Will **make sure** project completed in time or on budget.

| 17 | | | **Software type is a low demand question and is restricted to the three given here.**

Justification must be a statement about why the software type is suitable FOR PLANNING (NOT MONITORING). Third mark <u>may</u> be for expanding this point to describe its impact OR second subsequent justification

One mark available for identifying software type and up to a further two marks for justification:

• Spreadsheet (1st)…
e.g.
    o could be used **to store** the activities, …(1)
    o could be used **to store** time scales …(1)
    o could be used **to store** deadlines …(1)
        ▪ …create a Gantt chart/table (1) .
• Database (1st)…
e.g.
    o could be used to store/sort the completion DATES of tasks/activities (1)
    o can be used to automatically create a report (1).
• Project Management Software (1st)…
e.g.
    o could be used for budget (planning) (1)
    o could be used for communication and collaboration (1)
    o to post comments and concerns//communicate with external stakeholders//
    o could be used for the easy delegation of tasks (1)
    o each person in the team will have access to the information that they need (about who to contact with questions, concerns, suggestions, information, what to do etc). (1). | **3** | **Titles on lines are for guidance only.**

Mark first software type given. Read whole justification
NB that justification may be provided in any section of the answer.

Read whole justification and award to best advantage.

Do not accept:

• Large amounts of data can be held (NAQ)
• Appropriate for numerical data
• Quick/easy/efficient
• This is what it is for (TV)
• Can create a schedule (repeat of question) |
| 18 | A | | **Two from:**

• The data needs to be processed/manipulated (1).
• Given context (1).
• Given structure/order (1)
• Given meaning/makes sense (may state what meaning is) (1). | **2** | **Read whole answer**

Further instruction

Accept a description of processing – such as "data can be put into appropriate fields". |

	B		**Two marks available for a description:** • Data that is (more) **correct/accurate/trustworthy (accept synonymous terms)** (1) and **verifiable**/valid (1).	2	**Read whole answer** **Correct answer only** **Do not accept:** • Examples on own
	C		**This is a low demand question, so be generous, and award answers that show awareness of the considerations.** **Two marks available for two considerations:** e.g. • The data is private/Must comply with privacy laws/legislation/DPA/GDPR (1). • Any implication of DPA/GDPR (up to 2 marks, one per implication) • Encryption of information (stored on the Cloud) (1). • Security of network//software up to date//cyber attacks (1). • Staff training (1).	2	**Titles on lines are for guidance only.** **Mark first two considerations given.** **NB may award 1 mark for DPA/GDPR and a further mark for identification of any implication of DPA/GDPR** Accept any valid answer that is a consideration that a business would have to take into account, including individual aspects of GDPR/DPA legislation
	D		**Indicative content =** benefits and drawbacks to PU of introducing SmartMetres – linked to vulnerabilities. **Environmental** **Drawbacks** **e.g.** • Risk of damage from fire (during a house fire) – cost of replacement. • Risk of flood (depends on where the meter is placed but if on ground floor a possibility) – cost of replacement. **Benefits** **e.g.** • Helps to achieve energy efficient targets and reducing greenhouse gases. • Reduction in transportation with staff visiting premises to read meters. Also reduces greenhouse emissions.	8	**Band 3: [6-8 marks]** Learner **explains** the benefits AND drawbacks to PU of introducing SmartMeters. Relevant and appropriate contexts are provided to support narrative. Specialist terms will be used correctly and appropriately. *Any relevant explanation of a benefit or drawback is sufficient for bottom of mark band.* **Band 2: [3-5 marks]** Learner **describes** the benefits AND/OR drawbacks to PU of introducing SmartMeters.

Physical

Drawbacks
e.g.
- Can be tampered with.
- Can be stolen.
- Can be damaged.

Benefits
e.g.
- Do not have to send staff to read the meters.
- Do not have to estimate customer bills/**bills** are more accuate.
- Will be able to generate correct amount of additional energy as required.
- Can establish in real-time the amount of electricity usage and whether further supplies are required and how much is required.

Do not accept:

- "They will know how much energy you have used". Answer must be about SmartMeter, not metering in general

System

Drawbacks
e.g.
- Security of customer data.
- Capacity to store large quantities of customer data.
- Upgrading to new technology and systems.

Benefits
e.g.
- Monitoring of customer usage is quicker and easier.
- Helps determine price as per demand.
- Improves profitability for PU.
- Reduces blackouts or outages.

Some relevant contexts are provided although opportunities will be missed to link these into the narrative.

Specialist terms will be used appropriately and for the most part correctly.

For full marks in this band, at least one benefit and at least one drawback should be described.
Any relevant description of benefit or drawback is sufficient for bottom of mark band.

Band 1: [1-2 marks]
Learner has **identified** benefits or drawbacks to PU of use of SmartMeters. There will be little, if any, use of specialist terms.

0 marks
No response worthy of credit.

| 19 | | | Initial statement of advantage is low demand, but explanation must state how/why advantage is an advantage and should be developed for third mark.

MUST focus on **dynamic charts** not charts

Three marks available for an explanation of an advantage :

e.g.
• Has live links (1) so that the data displayed/chart **will be automatically updated** (1) (and so will be) more current/relevant/reliable (1).
• Report only needs to be written once (1) automatic/real time data updates (1) (therefore) saving time/more efficient (1). | 3 | **Further instruction**

Do not accept:
• User can manipulate the charts to focus on specific items.

Please note that answers such as "data displayed will be current" (<u>will be current</u> is the key point here) is an **advantage**. Therefore, can be accepted on own, AND answer may be written in a different order to what given here. |
| 20 | A | | **Identification of advantage is a low demand question, but explanation must show how/why the advantage is an advantage**

All answers are reversible and answers that are presented here as expansions may be awarded as advantages.

Answer must be about impact of using online surveys, and not about using surveys themselves

Two marks for each advantage explained.

e.g.
• You save money (1) because you do not have to do interviews (1) (Award this expansion once only).
• You save time (1) because you do not have to do interviews (1). (Award this expansion once only)
• It is available to a wider audience/anywhere with an internet connection (1) which extends the scope of the feedback (1).
• The link can be shared (by email) (1) which gives more chance of a higher return / heightened awareness (1).
• Once completed/submitted (1) data can be **automatically** input (for analysis) (1) reduces data entry errors (1)
• Reduced chance of **data entry**/input error (1) as is entered directly (1) | 4 | **Titles on lines are for guidance only.**

Mark first two advantages given.

Answer must be about the advantages of using <u>online</u> surveys:

<u>Easy to understand ON ITS OWN is TV. However, easy to understand + appropriate expansion may be awarded 2 marks.</u>

Answers can be mixed and matched

Do not accept:

• "Easier to share" -treat as TV and check to see if further explanation/description makes it clear how/why easier.
• "Accurate" on own (TV) |

	B		**One from:**		**Do not accept:**
			• Email (1) • Questionnaire (NOT survey on own) (1). • Interviews (1). • Loyalty schemes (1). • Consumer panel/focus group (1). • Online forum (1). • Social media (or example) (1). • Letter/complaint (1). • Telephone (1). • Verbal (1). • Written (1). • Text (1). • Doorstep survey (or other example of survey, but example must be given) (1) • Rating system (1)		• Answers which refer to the use of a secondary source

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