Answers

1. ‘Save the Trees’ is a charitable company concerned with the effects of deforestation within the UK. It relies on donations from individuals in order to be able to afford to coordinate the efforts of its volunteers who find and protect woodland areas.

It has found in recent years that donations have dropped significantly as shoppers in city centres, who would usually provide the bulk of the donations, are no longer carrying cash as they prefer to use electronic means of payment.

The charity is exploring the use of online services as an additional way for people to donate money.

(a) A donation page is added to their website explaining how individuals can carry
out an online bank transfer.

Explain **three** advantages to this method of fundraising compared to collecting
money on the street. [6]

The payments can be made at any time of day or night (1) whereas shoppers are normally only are available for donations between 9-5, so this will increase the opportunity for people to donate (1)

There is no need to pay people / volunteer to collect donations (1) compared
with computers which can collect donations for a very small amount of computer
resources / low fee (1)

People who have cards will be able to make transactions by card payment (1)
whereas people collecting on the street cannot take card payments (1)

Links to payment information can be easily shared electronically via social
media/email (1) helping to collect money if donors connect with a marketing
campaign / a campaign goes viral (1)

There is less chance of theft from card payments than a collection box (1) reducing
the need for fraud controls and loss of income (1)

(b) Many of the board of ‘Save the Trees’ have misgivings about moving donations
online. They believe that older donors, who make up the bulk of any donations,
will not use online services to donate.

Discuss the implications of replacing street collections with online services. [8]

**Digital divide**

* Older people in general do not use technology as readily
* They may consider payments online as unsafe and be put off donating
* They may not have a device/computer which can access the Internet
* Some elderly may not have the skills to use online banking systems to
set up a bank transfer
* A few donors may not have a bank account

**Online security of personal information**

* Theft of donor information from an online payment system will reflect badly on a charity
* Cash donations are anonymous, whereas those in an online payment system are not. Some people may not wish to give away personal data or may be worried about cyber security. The risk to donor data goes on far longer than their initial payment
* Safeguards can be made to protect payments and identities

**Donor interaction**

* People often donate to have a personal interaction between donor and receiver. A website depersonalises this aspect of donating
* People may question where their money is going if transactions are online. At least with sales in person it is possible to ask where their money is going
* Some people may prefer the ability to donate to a charity without being seen to do so
* Other people may prefer making online payments for larger amounts of money

| **Level** | **Mark** | **Descriptor** |
| --- | --- | --- |
| Level 0  | 0  | No rewardable material.  |
| Level 1  | 1-2  | Technical vocabulary is used but it is not used appropriately to support arguments, in relation to the issues of the question.Issues are identified but chains of reasoning are not made, leading to a superficial understanding.  |
| Level 2  | 3-5  | Accurate technical vocabulary is used to support arguments but not all arguments are relevant to the issues of the question. There is consideration of relevant issues using logical chains of reasoning. Considers the various elements of the question. |
| Level 3  | 6-8  | Fluent and accurate technical vocabulary is used to support arguments that are relevant to the issues of the question. There is a balanced and wide-ranging consideration of relevant issues, using coherent and logical chains of reasoning that shows a full awareness. Carefully considers the various elements of the question.  |

2. Ajmal has recently taken over a franchise of a fast food restaurant. He is required to
meet with all other franchise owners across the UK every month to discuss new promotional products.

(a) The decide to meet online using collaborative technology. Explain **one** benefit
of using collaborative technology for this purpose. [2]

Franchisees do not need to travel to meet (1) so they won’t need to employ
someone to cover them / they can be more profitable (1)

Documents can be worked on simultaneously (1) so everyone can see changes
live and comment if the agree/disagree with something (1)

Versions of documents will be stored (1) so franchisees can refer back to previous version / previous work won’t be lost (1)

(b) In the past the company has chosen to advertise by running advertisements on TV. They have now decided to make use of targeted marketing campaigns online.

Explain **two** reasons why this may be more cost effective for them. [4]

A targeted marketing campaign will target people based on a specific characteristic – e.g. a liking for fast food (1) which means that the company will only be paying to advertise to customers who are receptive (1)

By targeting customers, the campaigns can be personalised (1) which allows for a deeper connection to the brand / higher conversion rate (1)

Targeted marketing prevents the need to bombard people (especially those who
aren’t customers) with messages that they don’t want to hear (1) which may lead
to a negative reputation on the brand (1)

Target marketing can focus on previous buying habits / responsive marketing (1)
to increase conversions / create more sales per customer (1)

 [Total 20 marks]