Name: Class: Mark:

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]

(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]

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]

(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]

**Reason 1:**

**Reason 2:**

[Total 20 marks]