Answers

Task 1

(a) Match the online service on the left with the sector that it has influenced on the right:

|  |  |  |
| --- | --- | --- |
| **Sector** |  | **Online service** |
| **Retail** |  | Video streaming services |
| **Financial** | Collaborative working |
| **Education and training** | News aggregator |
| **News and information** | Airline reservation systems |
| **Entertainment** | eCommerce website |
| **Productivity** | Faster payments |
| **Booking systems** | Massive Open Online Courses (MOOCs) |

(b) Supermarket shopping has been influenced by online services. Write a list of changes that have changed the way a family completes its ‘weekly shop’.  
  
**Suggested points:**

No need to visit the store or spend time picking items off shelves / find items

Shopping delivered home saving petrol money – but this does mean more larger delivery vehicles on the road

Shopping can be completed any time and does not have to be completed in one visit

Offers can be signposted more obviously – but might encourage families to overspend

Can’t select products with longer ‘use by’ dates to the detriment of the customers but allows store to better process stock

(c) The use of online services in retail creates jobs for those delivering products.   
Explain **one** job that will suffer from the increased use of online services.

* Sales assistant – less people visit the physical store
* Store cleaners – smaller stores needed so less to clean
* Store managers – less staff means less people needed to manage employees
* Security guards – less people to watch over in stores

Task 2

A popular Bed and Breakfast only allows reservations via telephone. They do not want to use an online booking system as they feel it would be an unnecessary cost.

(a) What justifications could you offer to persuade the hotel that the use of an online booking system would be beneficial?

**Suggested points:**

* Bookings can be made any time of day or night – 365 days per year, 24 hours a day
* Changing bookings becomes easier for customers, which is likely to result in a reduction in the number of unnecessary cancellations
* Reduces the time that staff spend taking calls, leading to more time to improve other aspects of business / reduced costs of employing someone
* Errors due to miscommunication / staff incorrectly recording a booking are likely to be reduced as the customers make their own bookings
* Opportunities to upsell elements of their booking can be optimised – these are more likely to be taken as customers can see the full benefits of upgrades

(b) Give some negative reasons that the Bed and Breakfast may still have against moving to an online system

* They need to spend time selecting the online system
* If the Internet connection goes down they may not be able to access the booking system
* They and their staff may need training
* They may wish to have a more personal touch with customers / check out customers before bookings are automatically made
* Time will be needed for implementation / installation / testing
* The new system may be slower than their current system for bookings that are taken over the phone – given that currently 100% of bookings are offline, it will take time for the business to see time/cost savings
* New devices may need to be bought for employees, or compatibility with their personal devices may need to be considered

Task 3

Schools and colleges in the UK often use online Learning Platforms / Virtual Learning Platforms (VLEs).

(a) What VLE/learning platform or other software for online learning does your school/college use?

Answer depends on the learning platform used at your school/college

(b) Complete the table below to show features of this software and their advantages.   
The first row has been completed as an example.

|  |  |  |
| --- | --- | --- |
| **Feature** | **Advantages for learning** | **Administrative advantages** |
| *Submission of assignments* | *Can get more immediate feedback*  *Feedback easier to read as typed* | *Documents have timestamps to prove they were submitted*  *No need to take paper into school / documents can’t  be lost* |
|  |  |  |
|  |  |  |
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|  |  |  |

Other advantages for learning and administrative advantages will depend on features chosen. Some suggested features include:

* Document / file sharing
* Shared calendars
* Photo sharing / galleries
* Noticeboards
* Discussion groups / forums
* Self-marking quizzes
* Wikis
* Blogs

Task 4

Use the Internet to research a collaborative working technology such as Google Docs/GSuite, Office 365 or TeamViewer. Identify key features of the service you have chosen and explain what these features allow users to do.  
  
**E.g. For Google Docs:**

* Real-time document editing – all users can edit the same document simultaneously
* Online chat – users can communicate whilst working together
* Version control – versions of files are automatically saved so that users can view/revert to previous versions
* Central resource repository (Google Drive) – files and data can be stored allowing all users access to shared resources that they need to use

(a) Collaborative technologies allow students to work together more efficiently on projects. Suggest **three** negative impacts that this may have on the contribution of all students   
in a group.

* Depending on the software, it may potentially not be clear who has done which parts of the work
* Removes an aspect of face-to-face discussion which may limit social skills
* Without face-to-face discussion, creative ideas may be lost
* A focus may be given to the technology rather than the project
* Inefficiencies may occur if the software needs to be learned first / log in details are lost / computers first need to be turned on before they can be used
* The use of technology may allow people (such as parents or professionals), other than the students, to do the work

Task 5

Spending by traditional UK TV broadcasters (BBC, ITV, Channel 4 and Channel 5) is at an all-time low as a result of the increasing use of online services around the world.

(a) Research changes to UK TV viewing habits. A suggested site is: <https://www.ofcom.org.uk/about-ofcom/latest/media/media-releases/2018/streaming-overtakes-pay-tv>

(b) Describe, using statistics to back up your points, how the viewing habits of the general public are affecting the broadcasting industry.

**Suggested points:**

* Streaming has overtaken established Pay TV services
* Pay TV revenue is shrinking in the face of more competition
* Public broadcasters are spending less on programming
* The amount of time that people spend watching broadcast (non-streaming) TV is reducing – this is particularly true of those under 35 / viewing of broadcast TV has remained the same for over 65s
* People are watching more TV online – in particular on YouTube
* TV is no longer just watched through a stand-alone TV set