Answers

1. Simon writes a personal blog about snow sports. During the winter he is often travelling around Europe’s ski resorts testing skis, snowboards and other snow equipment.   
     
   Simon used to work for a sports magazine, however, he now makes money from   
   advertising on his blog.

(a) Give **four** advantages to Simon of earning an income from his blog rather than   
working for another magazine [4]  
  
No need to travel to an office location.  
No need to re-locate to a new location (for another magazine).  
He has flexible working / can choose the hours he works.  
Greater job satisfaction.  
More control over his day to day tasks.  
Improved work/life balance.  
  
Or any other reasonable advantage of remote working / self-employment.

(b) Simon pays a company to host his blog. His blog stores personal information about users who visit it. It also collects email addresses so that he can keep his visitors up   
to date with updates to the site and products they may be interested in.  
  
Discuss the implications for Simon of having a blog in terms of:

* Cost
* Privacy
* Security [6]

**Cost**  
By paying for the blog the company will need to meet a certain standard of service.  
He will likely be able to pay monthly or yearly.  
He may need to pay for storage space and bandwidth used.  
There may be other costs depending on the quality of hosting (e.g. if he uses a   
Content Distribution Network/CDN which can deliver media files faster).  
  
**Privacy**  
He will need a privacy notice for the website.  
He will need a cookie policy – and people will need to approve that they are okay   
with him using cookies.  
He will need to make a data protection registration and pay the registration fee.  
He can only collect personal data if he has consent (or if they are a customer).  
He must allow people to unsubscribe/see their personal data.  
  
**Security**  
Data will need to be stored securely/encrypted with passwords to access it.  
Backups should be made of the blog, in case it is hacked (and also in case it is corrupted).

| **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 | 3-4 | 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 | 5-6 | 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. Janice is a business coach. She has a number of clients who see her either weekly or monthly for help to improve their businesses.  
  
She currently updates a microblog each day with useful tips for her clients.

(a) Other than text, state **two** types of media which she could add to her microblog. [2]  
  
Images  
Video  
Animation  
Audio

(b) Explain **two** ways in which Janice’s microblog could help her business. [4]  
  
She could make money (1) from advertising (1).  
She could build up a mailing list (1) which she could then target for new customers (1).  
She could have a form (1) to allow people interested in coaching to contact her (1).  
The microblog would give added value / extra information to her clients (1) which would make them more likely to return to her for coaching (1).

(c) In addition to her microblog, Janice is also considering starting a podcast.  
  
Explain **two** items of software she will need to do this. [4]  
  
She will need software to edit the podcast (1) so that she can remove mistakes / edit out boring parts (1).  
  
Any two marks from:  
She will need software / an online service to publish the podcast (1) which will store   
the podcast (1) and make sure that people are updated when she releases a new episode (1).  
  
Accept other software if it is useful in making podcasts and has a reason.   
e.g. software to improve the sound quality, or software to write a script.

[Total 20 marks]