Name: Class: Mark:

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]

**1:**

**2:**

**3:**

**4:**

(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]

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]

(b) Explain **two** ways in which Janice’s microblog could help her business. [4]

(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]

[Total 20 marks]