6.1 Technology and business: 10-minute Pack

AQA 8132 · Calculator allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Show your working for any calculation: method marks are available even if your final answer is wrong. Thornfield Home and Garden, used throughout this pack, is a fictional business.

1 Which one of the following is an example of e-commerce?

- ☐ A) A customer buying plants directly from a business's website
- ☐ B) A customer paying by cheque inside a shop
- ☐ C) A customer receiving a paper mail-order catalogue through the post
- ☐ D) A customer looking at a shop window display

(Total for Question 1 is 1 mark)

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2 State two ways Thornfield could use technology inside its physical shop to improve customer service.

(Total for Question 2 is 2 marks)

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3 Which one of the following is a benefit to a business of building its own website?

- ☐ A) It removes the need for the business to pay any business rates
- ☐ B) It allows the business to reach customers beyond its local area, at relatively low extra cost
- ☐ C) It guarantees that customers will spend more money in the physical shop
- ☐ D) It prevents competitors from ever undercutting the business's prices

(Total for Question 3 is 1 mark)

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4 State three examples of technology a business like Thornfield Home and Garden could use to market itself to customers.

(Total for Question 4 is 3 marks)

5 State two groups of stakeholders, other than customers, who could be affected by Thornfield launching a website.

(Total for Question 5 is 2 marks)

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Mark scheme · 6.1 Technology and business: 10-minute Pack

Question 1

A cao **B1**

Answer: A

Question 2

one acceptable example, e.g. self-service or contactless payment tills **B1**

a second acceptable example, e.g. digital stock-check screens for staff, or a digital customer loyalty card **B1**

Answer: Any two, e.g. contactless/self-service payment tills; digital stock-check screens; a digital loyalty card scheme.

Question 3

B cao **B1**

Answer: B

Question 4

one acceptable example, e.g. a business website **B1**

a second acceptable example, e.g. social media advertising or posts **B1**

a third acceptable example, e.g. email marketing/newsletters, online customer reviews, or a listing on a price-comparison website **B1**

Answer: Any three, e.g. a business website; social media advertising; email marketing; online customer reviews; price-comparison listings.

Question 5

one acceptable group, e.g. existing shop staff, whose roles may change to include fulfilling online orders **B1**

a second acceptable group, e.g. delivery couriers/suppliers, or nearby rival garden centres who now face increased competition **B1**

Answer: Any two, e.g. existing shop staff; delivery couriers or suppliers; other local garden centres.

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