6.7 E-commerce and Digital Marketing for Business: 10-minute Pack

Total Marks

AQA 8132 · Calculators not allowed · about 10 minutes

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Show any working where asked. Olive & Oak Boutique, a small UK fashion and accessories retailer, is the fictional business used in several questions.

1 Olive & Oak Boutique sells handmade scarves in a small high-street shop in Leeds and is considering selling online through its own website. Which one of the following is a potential advantage of selling via the boutique's own website?

- ☐ A) The shop will automatically avoid all cyber-security risks
- ☐ B) The business can keep all customer data and personalise offers
- ☐ C) Customers without internet access can buy online easily
- ☐ D) The boutique will have no setup or maintenance costs

(Total for Question 1 is 1 mark)

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2 Olive & Oak Boutique wonders whether to use an online marketplace such as Etsy or sell via its own website. Which one of the following is a likely benefit of using a marketplace platform for a small UK retailer?

- ☐ A) Guaranteed lower fees than any other channel
- ☐ B) Immediate access to a larger pool of potential customers
- ☐ C) Complete exemption from payment processing charges
- ☐ D) No need to follow marketplace rules or policies

(Total for Question 2 is 1 mark)

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3 Name two digital marketing channels Olive & Oak Boutique could use to promote its online store, as mentioned in the AQA GCSE Business specification context for e-commerce and digital marketing.

(Total for Question 3 is 2 marks)

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4 Olive & Oak Boutique is considering email marketing to remind previous customers about new scarf designs. Explain how email marketing could benefit Olive & Oak Boutique.

(Total for Question 4 is 4 marks)

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Mark scheme · 6.7 E-commerce and Digital Marketing for Business: 10-minute Pack

Question 1

B cao	**B1**

Answer: B

Question 2

B cao	**B1**

Answer: B

Question 3

social media advertising	**B1**
email marketing or search-engine marketing (any one)	**B1**

Answer: Social media advertising; email marketing (or search-engine marketing).

Question 4

identifies a benefit, e.g. email marketing can target previous customers with personalised offers	**B1**
develops the point, e.g. personalised emails can increase repeat purchases	**B1**
adds a second benefit or consequence, e.g. email is low cost compared with printed mail	**B1**
links to an outcome for the business, e.g. higher sales and lower marketing costs improving profit margins	**B1**

Answer: Email marketing lets the boutique target previous customers with personalised offers, increasing the chance of repeat purchases; it is low cost compared with printed mail and so can raise sales while keeping marketing spend down, improving profit margins.

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