2.11 Technology, E-Commerce and Digital Marketing: 10-minute Pack

Total Marks

AQA 8132 · Calculators not allowed · about 10 minutes

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Write full sentences for questions worth 4 marks and the 9-mark question. Show any short workings if required. Finn's Fabrics, used throughout this pack, is a fictional business.

1 Which one of the following is an example of e-commerce for Finn's Fabrics, a small UK sewing-shop business deciding how to sell online?

- ☐ A) Selling fabric and haberdashery through a shop website with a checkout
- ☐ B) Advertising on a local community noticeboard inside the shop
- ☐ C) A supplier delivering fabric rolls to the shop
- ☐ D) Offering a loyalty card only used in the physical shop

(Total for Question 1 is 1 mark)

2 State one technological feature Finn's Fabrics should include on its website to make online buying easier for customers.

(Total for Question 2 is 1 mark)

3 Identify one distribution benefit of Finn's Fabrics selling online rather than only from its physical shop in a UK market town.

(Total for Question 3 is 1 mark)

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4 Finn's Fabrics can show product photos online. State one limitation of product photos compared with customers touching fabric in the physical shop.

(Total for Question 4 is 1 mark)

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5 Finn's Fabrics is weighing two digital promotion options: (A) a low-cost social-media ad campaign targeting nearby hobby sewers, or (B) hiring an external influencer to post about the shop at higher cost. Explain one benefit to Finn's Fabrics of using the low-cost social-media ad campaign instead of the influencer option.

(Total for Question 5 is 4 marks)

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Mark scheme · 2.11 Technology, E-Commerce and Digital Marketing: 10-minute Pack

Question 1

A cao **B1**

Answer: A

Question 2

an online shopping cart/checkout **B1**

Answer: An online shopping cart and checkout system.

Question 3

wider geographic reach to customers beyond the local area **B1**

Answer: Selling online gives a wider geographic reach beyond the local area.

Question 4

customers cannot feel texture or test colour and weight in person **B1**

Answer: Customers cannot feel the fabric's texture or check true colour and weight from photos.

Question 5

identifies a benefit, e.g. lower cost for the business **B1**

develops the point, e.g. less financial risk if the campaign does not produce immediate sales **B1**

links to Finn's Fabrics context, e.g. suitable for a small shop with limited marketing budget **B1**

gives an outcome, e.g. allows testing and refining of ads before spending more **B1**

Answer: A low-cost social-media ad campaign is cheaper so it reduces financial risk if sales do not spike, making it appropriate for a small shop with a limited budget and allowing Finn's Fabrics to test and refine messaging before committing to higher-cost influencer work.

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