**Q1.**

| | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|
| | **B** | | | **(1)** |

**Q2.**

| | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|
| | Description:<br><br>IMAP4 – emails pushed directly to phone/copy of mail is kept on both server and client (1) whereas POP3 requires users to access email via an internet mail account/mail deleted from server when sent to client (1)<br><br>**2×1** | | One mark for initial point<br><br>One mark for difference | **(2)** |

**Q3.**

| | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|
| | **Explanation must include:**<br>This allows him to control/decide/filter which comments are published / to remove/delete comments/content/links (1):<br><br>And **one** from:<br><br>• as some comments could be offensive/rude/malicious/spam (1)<br>• such comments would not be appropriate for inclusion (1) | | An explanation requires linked responses for maximum marks. Individual statement scores 1 mark max. | **(2)** |

**Q4.**

| | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|
| **(i)** | Explanation to include two differences from: | • Lower quality (without explanation) | | |

| | | | | | |
|---|---|---|---|---|---|
| | <ul><li>less data used to store audio information</li><li>makes it quicker to download</li><li>It is a popular format</li><li>increases compatibility</li></ul> | <ul><li>Smaller files (without explanation)</li><li>Can be copied</li></ul> | | | **(2)** |
| **(ii)** | Reduced audio quality / low quality / sound quality | | | | **(1)** |

**Q5.**

| | | Indicative Content |
|---|---|---|
| **QWC (i-iii)** | | **Accessibility**<br><br>• Consumers need particular (format compatible) devices to listen, which limits the market for the band (unless they provide for a range of formats).<br>• 24×7×365 access to music.<br>• Digital divide (access dependent on internet access and digital literacy).<br>• Understand and use range of formats / incompatibility.<br><br>**Copyright and piracy**<br><br>• DRM reduces opportunity for consumers to share files / can limit storage of files to certain (numbers of) devices.<br>• DRM helps protect musicians' revenue.<br>• Consumers must abide by new laws (Digital Economy Act 2010).<br>• Downloadable content is more easily shared than physical products.<br>• Musicians may rely more on other revenue (subscriptions / concerts etc).<br><br>**Variety**<br><br>• Musicians may create more popular music (that sells in higher volumes) due to reduced sales caused by piracy.<br>• Only certain labels / artists distribute online.<br><br>**Revenue/Marketing**<br><br>• Different style of advertising required for downloads.<br>• Musicians may/can choose to be independent by self promote / break from publishers.<br>• Payment systems and/or payment technologies.<br><br>**General / Personal preference**<br><br>• Need software and hardware to listen back to music.<br>• Download does not have same 'feel' as material product.<br>• Sound quality: some people prefer sound of vinyl/tape etc. |

1) level is set based on content
2) position in level is set based on the quality of discussion
3) if at top of level, and the candidate's response does not match the Quality of Written Communication (QWC)    descriptor within that level a decision is made whether to reduce the mark within the level. Candidate's responses    will not be marked down a level due to QWC.

| | Mark | | Descriptor |
|---|---|---|---|
| | **0** | | No rewardable content |
| | | Content | The candidate will make a **limited number** of simple statements, probably with **limited reference** to the benefits **and/or** drawbacks to customers **or** |

| Level 1 | 1-2 | | musicians of downloadable content. |
|---------|-----|------------|-----------|
| | | Discussion | Candidate's responses will be **general**. |
| | | QWC | They have used **everyday language** and their response **lacks clarity and organisation**.<br>Spelling, punctuation and the rules of grammar are used with **limited** accuracy. |
| Level 2 | 3-4 | Content | The candidate's responses will be **mostly accurate** and will include **a number of relevant** benefits **and/or** drawbacks to customers **and** musicians of downloadable content. |
| | | Discussion | There is **a limited attempt to justify** the identified benefits |
| | | QWC | They have used **some specialist terms** and their response shows **some focus and organisation**.<br>Spelling, punctuation and the rules of grammar are used with **some** accuracy. |
| Level 3 | 5-6 | Content | The candidate will produce a **factually accurate** response that includes **a range of appropriate** benefits **and** drawbacks to customers **and** musicians of downloadable content. |
| | | Discussion | The benefits are **clearly justified**. |
| | | QWC | They have used **appropriate specialist terms consistently** and the response shows **good focus and organisation**. Spelling, punctuation and the rules of grammar are used with **considerable** accuracy. |

**Q6.**

| | | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|---|
| (i) | | **Any two advantages from:** <br><br> • Saves storage space on netbook <br><br> • Available anywhere there is an internet-connected machine <br><br> • No need to update software <br><br> • No need to pay for a licence <br><br> **2×1** | • Cheaper <br><br> (unless qualified) | | **(2)** |
| (ii) | | **Any one disadvantage from:** <br><br> • Dependent on internet being available <br><br> • Dependent on the service being available <br><br> • Can be slow <br><br> • Online applications are not always feature rich <br><br> **1×1** | | | **(1)** |
| (iii) | | **Explanation:** <br><br> The code is in the public domain (1) which means that it is viewable by everyone / anyone can use it/ so that software can be developed collaboratively (1) <br><br> **2×1** | • Free – as in question | An explanation requires linked responses for maximum marks. <br><br> Individual statements score 1 mark max | **(2)** |
| (iv) | | **Any two actions plus suitable justification for action from:** <br><br> • *Action*: Make products more appealing to | • Free – as in question | An explanation requires linked responses for maximum marks. <br><br> Action (1) plus detail of action <br><br> Individual statements score 1 | |

| | | | |
|---|---|---|---|
| | customers (1)<br><br>*Justification*: better quality / more facilities and functions / easier to use (1)<br><br>• *Action*: Provide software products with other resources (1)<br><br>*Justification:* software provided with laptop / additional help / technical support / training materials / templates (1)<br><br>• *Action*: Stronger use of copyright (1)<br><br>*Justification*: to stop 'similar' products being offered that are freely available(1)<br><br>**2×(1+1)** | mark max | |
| | | | **(4)** |

**Q7.**

| | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|
| (i) | **Any one wireless technology from:**<br><br>• WiFi<br><br>• wireless Ethernet<br><br>**1×1** | • Wireless | | **(1)** |
| (ii) | **Any two ways from:**<br><br>• Set an access key<br><br>• WEP/WAP<br><br>• MAC/physical address filtering<br><br>• Don't broadcast SSID<br><br>• Disable WiFi<br><br>**2×1** | • Firewall<br><br>• Locking the door | | **(2)** |

**Q8.**

| | Indicative content for a discussion |
|---|---|
| **QWC (i-iii)** | Data collection and use:<br><br>(Covert)<br><br>• Online companies gathering statistics about users' searches and browsing habits actions for marketing purposes.<br>• Cookie installation and spyware<br>• ISPs are able to view data that pass through them.<br>• Government / Police looking at individuals' computers without a warrant. (Big Brother concept)<br>• Identity theft<br><br>(Overt)<br><br>• Filling out forms / buying goods. Users provide personal data knowingly without realising implications<br>• Requirements for users to 'opt in' to gain access to services<br>• Complicated 'opt out' methods.<br>• Privacy policies<br><br>Social (networking) concerns<br><br>• Personal information made available to all in social network.<br>• GPS tools now provide means to publish individual's location<br>• Individuals may appear in media when they are not aware. (eg photos/videos on social media or Google's "Street view" service)<br>• Users need to be mindful what they look at online. Fear of social 'control'.<br>• Vulnerable (at risk) groups face an increased threat.<br><br>Legal issues:<br><br>• Difficult to enforce the Data Protection Act |

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| | Mark | | Descriptor |
|---|---|---|---|
| | **0** | | No rewardable content |
| | | Content | Candidates will make a **limited number** of simple statements, probably with **limited reference** to privacy concerns associated with individuals' use of the internet. |

| Level 1 | 1-2 | Discussion | Candidates' responses will be **general**. |
|---------|-----|------------|----------------------------------|
| | | QWC | They have used **everyday language** and their response **lacks clarity and organisation**.<br>Spelling, punctuation and the rules of grammar are used with **limited** accuracy. |
| Level 2 | 3-4 | Content | Candidates' responses will be **mostly accurate** and will include **a number** of **relevant** privacy concerns associated with individuals' use of the internet. |
| | | Discussion | Candidates will have made **some attempt to explain** the identified concerns. |
| | | QWC | They have used **some specialist terms** and their response shows **some focus and organisation**.<br>Spelling, punctuation and the rules of grammar are used with **some** accuracy. |
| Level 3 | 5-6 | Content | Candidates will produce a **factually accurate** response that includes **a range of appropriate** privacy concerns associated with individuals' use of the internet. |
| | | Discussion | Candidates will have **clearly explained** the identified concerns. |
| | | QWC | They have used **appropriate specialist terms consistently** and the response shows **good focus and organisation**. Spelling, punctuation and the rules of grammar are used with **considerable** accuracy. |

**Q9.**

| | | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|---|
| **(i)** | | **A** | | | **(1)** |
| **(ii)** | | **B** | | | **(1)** |
| **(iii)** | | **Explanation:**<br><br>To enhance security / protect Laura's personal information / protect payment information / stop information being read (1) from people who may be looking at the screen (1) | | What data (1) and how (1). | **(2)** |
| **(iv)** | | Any two from:<br><br>• Check to see if seats are available<br>• Receive confirmation immediately<br>• Being able to view others' 'ratings'<br>• Select seats<br>• 24×7×365 availability<br>• Do not need to travel / convenience / increases accessibility<br>• Compare prices from different sources<br>• No pressure from sales staff | • Delivery (without expansion)<br>• Easier / quicker / cheaper without justification | | **(2)** |

**Q10.**

| | Answer | Do not accept | Additional Guidance | Mark |
|---|---|---|---|---|
| | **Any two advantages from:**<br><br>• He can review his account history / previous bookings<br>• He can receive information (e.g. flight offers / new routes) from the company<br>• Rewards / loyalty programme / scheme<br>• Personal details will be saved **for quicker ticket purchasing in future**. | Quicker / Easier / to buy tickets (without expansion)<br><br>Cheaper / discounted **fares** (as opposed to offers)<br><br>Saves his data/details (without reference to saving time) | | **(2)** |