



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2010

GCE Applied Business

Assessment Unit AS 4

assessing

E-Commerce

[A3B41]



TUESDAY 25 MAY, MORNING

TIME

1 hour 30 minutes.

INSTRUCTIONS TO CANDIDATES

Write your Centre Number and Candidate Number on the Answer Booklet provided.
Answer **all six** questions.

INFORMATION FOR CANDIDATES

The total mark for this paper is 80.
Quality of written communication will be assessed in **all** questions, **except Question 1**.
Figures in brackets printed down the right-hand side of pages indicate the marks awarded to each question or part question.

ADVICE TO CANDIDATES

You are advised to take account of the marks for each part question in allocating the available examination time.

Study the information below and answer ALL the questions that follow.

Case Study

Northern Ireland Tourist Board and E-Commerce

The Northern Ireland Tourist Board (NITB) is a non-departmental public body of the Department of Enterprise, Trade and Investment Northern Ireland, constituted under the Tourism (Northern Ireland) Order 1992. It is the body responsible for the development, promotion and marketing of Northern Ireland as a tourist destination. It also advises the Department on the formulation and implementation of policy in relation to the development of tourism and interacts with other government departments, within the tourism industry in Northern Ireland and with its counterparts elsewhere in the UK and in the Republic of Ireland.

There are Tourist Information Centres (TICs) in each county. Whether you are already in Northern Ireland or planning to visit, the Tourist Information Centre Network offers a wide range of services to help you with your holiday. Services include information on: the local area, whole of Ireland, activities, attractions, events, where to eat, accommodation booking service, all Ireland reservations, booking ahead service to Great Britain, Bureaux de Change and most TICs also sell maps, books, postcards and souvenirs.

Northern Ireland is renowned for its friendly people and natural beauty. The activities and attractions bring together these qualities in a great package of things to do throughout the region. Tourists can cruise in style in the Fermanagh Lakelands or follow the high roads through the Mourne. The famous Causeway Coast has plenty of breathtaking scenery. The Northern Ireland Tourist Board attempts to attract tourists off-peak by offering special discounts on accommodation and visitor attractions.

Tourism plays a key role in the economy because of the revenue it generates and because it increases employment opportunities. Approximately 60 000 people were employed in the tourism and leisure sector in June 2006. Since 1998 when the Good Friday Agreement was signed, visitor numbers have increased by one third. In 2005, almost two million people visited Northern Ireland. The main tourism markets are Great Britain, from where more than one million visitors come each year, the Republic of Ireland, Europe, North America and Australasia. The direct flights from Europe/North America to Belfast are contributing to the significant growth of Northern Ireland tourism.

Source: adapted from <http://www.discovernorthernireland.com/default.aspx>; <http://www.northernireland.gov.uk/news/news-dard/news-dard-january-2008/news-dard-090108-gildernew-opens-new.htm>; <http://www.nitakeacloserlook.gov.uk/index/rising-tide-of-progress/tourism.htm>



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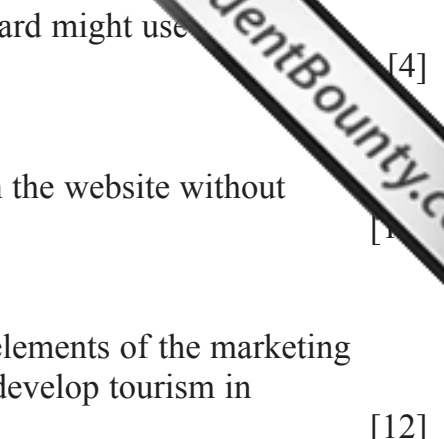
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Fig. 1 Screen shot of the home page of Northern Ireland Tourist Board

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- 1 Explain **two** examples of how the Northern Ireland Tourist Board might use newsletters. [4]
 - 2 Explain **four** ways an on-line user might use information from the website without breaking the terms of the Copyright Act. [4]
 - 3 Using examples from the Case Study, discuss how any **three** elements of the marketing mix have been used by the Northern Ireland Tourist Board to develop tourism in Northern Ireland. [12]
 - 4 Evaluate the benefits of E-Commerce for the Northern Ireland Tourist Board. [16]
 - 5 Discuss **four** barriers to E-Commerce which users of the Northern Ireland Tourist Board website might experience. [16]
 - 6 With reference to **Fig. 1**, evaluate the effectiveness of the website from the Northern Ireland Tourist Board's point of view. [20]