



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
January 2011

GCE Applied Business

Assessment Unit AS 4

assessing

E-Commerce

[A3B41]



THURSDAY 13 JANUARY, 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 question 6.

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.



6045

Case Study

Study the information below and answer the questions that follow.

FarmWizard boosts sales with Invest NI Research and Development support

Newtownabbey company FarmWizard Ltd is on target to more than double its turnover thanks to sales of its innovative web-based agricultural software, developed with research and development support from Invest NI. The company has invested around £600,000 over the last three years in the development and marketing of its FarmWizard herd management solution. The only system of its kind in the UK, FarmWizard enables farmers to remotely monitor cattle herds, reducing time spent on paperwork and greatly increasing the achievable margins on livestock.

In the last year the system has been adopted by the largest beef and dairy farms in Scotland and external sales now account for a quarter of all turnover. The company was also recently a finalist in the prestigious UK-wide British Computer Society Awards in the Web-based Technology and BT Flagship for Innovation categories.

Carol Keery, Invest NI's Director of Innovation, Research and Technology, said:

“Invest NI has supported the development of FarmWizard from an early stage. This has enabled the company to bring to market an innovative system which can significantly enhance agricultural management operations and which is starting to deliver real commercial success. Invest NI, through its new grant for research and development, offers financial support and practical advice that makes it easier than ever for local companies to take forward innovation-focused projects.”

Creator of the FarmWizard system and company Managing Director, Terry Canning, says: “With a background in agriculture and extensive experience in IT, I developed the idea of a web-based herd management system after implementing efficiencies on my family's farm and talking to other farmers about their administration processes”.

He continued, “FarmWizard, developed with strong backing from Invest NI, gives dairy and beef farmers the ability to access information about their herds from any computer and even whilst on the move, using PDAs and mobile phone technology. Feedback from users has been extremely positive and our marketing campaign, combined with excellent word-of-mouth referrals, has seen sales soar in the last 12 months”.

Mr Canning added: “Invest NI is now helping us to further refine FarmWizard. We have just released a version which incorporates leading edge technology to enable quicker and easier identification and processing of livestock. Our next aim is to further increase the functionality of the system whilst also enabling greater compatibility with existing common software applications”.

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farmwizzard
Home Products/Services News About Us Members Area Register Contact Us Agricultural Business Directory Trading Area Testimonials

12 November 2009 10:54

Save Money
Improve herd fertility, monitor beef performance

Members [LOGIN ::](#)

USERNAME
PASSWORD

Register now and join over 1100 online members managing almost 500,000 cattle!

[QUOTE ME ::](#) [REGISTER ::](#)

Latest Items for sale

05/11/2009: Tyrone
JCB 409 TELEMMASTER.
03/11/2009: Armagh
Pedigree Holstein Bull
22/10/2009: Armagh
friesian heifers
[CLICK TO VIEW SALE ITEMS ::](#)

Latest News

01/10/2009
FARMWIZARD WIN
WELSH SHEEP EID
TENDER [MORE ::](#)

14/09/2009
EID FEEDLOT
IMPRESSES WAITROSE
SUPPLIERS [MORE ::](#)

11/08/2009
FarmWizard chosen by
Dovecote Park
"Dedicated to
Waitrose" [MORE ::](#)

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FarmWizard is a new hosted Farm Software solution for dairy and beef farmers. Read on to see how FarmWizard can help your business and make the most of your computer.
[Click to take the FarmWizard Virtual Tour ::](#)
[FarmWizard in Scotland ::](#) [FarmWizard in Northern Ireland ::](#)
[FarmWizard in England ::](#) [FarmWizard at Barony Agri College ::](#)

FarmWizard & Dalton EID on You Tube ::

Dairy Farmers

- We can reduce farm record keeping duplication by fully integrating with APHIS/BCMS & Holstein UK.
- DARD accepted herd register and GB livestock movement book.
- Farm Quality Assurance records including veterinary treatments.
- Improve dairy cow fertility with breeding management and reminder system
- Access and record cow information by mobile phone and or PDA

[BREED CYCLE MANAGER ::](#)

Beef Farmers

- DARD accepted herd register and GB livestock movement book.
- Farm Quality Assurance records including veterinary treatments.
- Manage the performance of the beef cattle in your herd, calculating Daily Liveweight Gain, Turnover per head per month.
- Access and record cattle information by mobile phone, PDA or Electronic ID readers

[BEEF MANAGER ::](#)

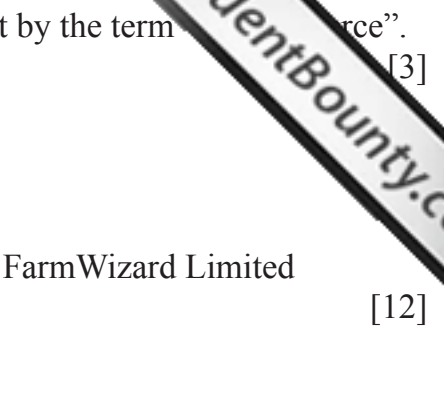
Agri Businesses & Food Processors

- Online platform for buying and selling Agricultural goods and services and communicating with online user base.
- Bespoke solutions available to enhance food chain traceability and real time data exchange.

[COMMUNITY ::](#)

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Fig. 1: Farmwizzard home page

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- 1 Using **one** example from the Case Study, explain what is meant by the term “e-commerce”. [3]
 - 2 Analyse **three** benefits to the users of having fast access to the FarmWizard Limited website. [12]
 - 3 Using examples from the Case Study and **Fig. 1**, analyse **five** ways in which the requirements of the Data Protection Act might affect FarmWizard Limited. [15]
 - 4 Analyse the barriers to E-Commerce that customers of FarmWizard Limited might experience when purchasing online. [15]
 - 5 Analyse **five** ways in which customers of FarmWizard Limited might benefit from online trading. [15]
 - 6 Evaluate the ways in which FarmWizard Limited might employ each of the four elements of the “marketing mix” in order to market its online trading activities. [20]