



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
January 2012

GCE Applied Business

Assessment Unit AS 4

assessing

E-Commerce

[A3B41]



A3B41

WEDNESDAY 18 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 questions, 4, 5 and 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.



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Case Study

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

Newry Drama Festival and E-Commerce

Newry Drama Festival is held during March each year in the City. The purpose of the Festival is to act as a showcase of amateur drama. Newry Drama Festival receives sponsorship funding from many sources including The Arts Council of Northern Ireland, Newry and Mourne District Council, The Quays Shopping and Leisure, Newry Credit Union Limited and various local businesses. Season Tickets are sold to patrons who attend the festival each night.

During 2012, Newry Drama Festival celebrates its 60th anniversary. The festival takes place over a 9-day period enabling members of the public and relevant stakeholders responsible for the promotion of arts and drama within Northern Ireland, to attend.

Various local and visiting drama groups perform full length plays and each performance is assessed on its merits. The Festival Adjudicator nominates artists/groups to receive awards across a range of categories.

The Organising Committee of Newry Drama Festival currently use flyers/leaflets (see **Fig. 1** opposite), notices/posters and the local press to promote the festival within the island of Ireland.

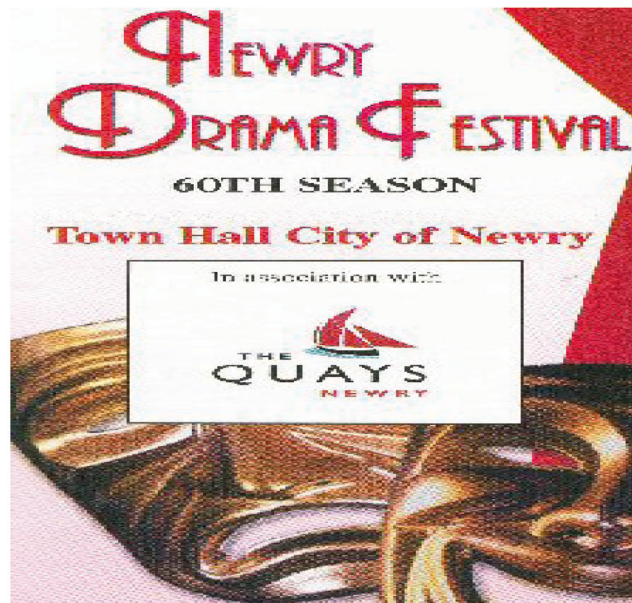


Fig. 1 Newry Drama Festival Flyer

The flyer contains the following information related to the festival:

- Dates, Times and Venue
- Performance Titles and respective Performers
- Summaries of individual performances
- Information about the Adjudicator
- Ticketing and Pricing Information (Prices range from £6 upwards)
- Fringe Events (which take place alongside the main festival events)
- Details of Forthcoming Attractions/Events
- Details of Sponsors and Acknowledgements of Support

Additional information about Newry Drama Festival can be found in various websites which have links with it, such as the Association of Ulster Drama Festivals (www.audf.org.uk) and the Amateur Drama Council of Ireland (www.adci.ie). Interestingly, despite the increasing popularity of Newry Drama Festival throughout the island of Ireland and the enormous contribution it makes to the cultural life of the area, Newry Drama Festival does not (as yet) have an Internet website. The members of the Organising Committee acknowledge that the use of E-Commerce has the potential to promote Newry Drama Festival on an international basis in future.

© Organising Committee of the Newry Drama Festival and courtesy of Mrs E Mooney, Hon. Secretary

- 1 Explain what is meant by the term “E-Commerce”, and discuss **one** way in which the Organising Committee of Newry Drama Festival might use it. [4]

- 2 Explain what is meant by the following terms, and discuss how they might apply to Newry Drama Festival:
 - (i) Business-to-Business

 - (ii) Business-to-Portal [8]

- 3 Analyse the importance of the following issues when developing a website for Newry Drama Festival:
 - (i) Website Harmony

 - (ii) Fast Access

 - (iii) Ability to cope with demand [12]

- 4 Discuss **four** benefits which Newry Drama Festival might gain from the use of E-Commerce. [16]

- 5 Analyse **five** potential barriers to E-Commerce which consumers of an organisation such as Newry Drama Festival might experience. [20]

- 6 Evaluate **five** methods that the Organising Committee might use in order to market the on-line activities of Newry Drama Festival. [20]