



Rewarding Learning

ADVANCED SUBSIDIARY (AS)  
General Certificate of Education  
2009

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## GCE Applied Business

Assessment Unit AS 4

*assessing*  
E-Commerce

[A3B41]



MONDAY 1 JUNE, MORNING

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### 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.

### ADVICE TO CANDIDATES

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

## Case Study

Read the information below and answer the questions that follow.

### The Northern Bank

The Northern Bank began trading in 1809 as a tiny Belfast banking company called the Northern Banking Partnership. In 1840, the bank established its first branch in what is now the Republic of Ireland in Clones, County Monaghan. Over the next 150 years the branch network expanded. Today the Northern Bank is the largest retail bank in Northern Ireland, with a network of 95 branches and 13 finance centres. The bank's staff, of more than 2300 employees, serves some 415 000 personal and business customers.

The Northern Bank became part of the Danske Bank Group in 2005. Danske Bank is the largest bank in Denmark and a leading player in the Scandinavian financial markets. The Danske Bank Group offers a wide range of financial services, including insurance, mortgage finance, asset management, brokerage, real estate and leasing services. The Group has some 19 000 employees serving a total of 3.5 million retail customers, representing a significant share of the corporate and institutional customers in its core markets of Northern Europe. Danske Bank has had operations in the United Kingdom since 1982.

Today, the Northern Bank remains the bank of choice for businesses in Northern Ireland. A network of affiliated banks in northern Europe provides business customers with local banking and financial assistance in countries where they wish to conduct business. The bank offers a full range of financial products and services designed for the needs of both business and personal banking customers. Direct banking channels, such as electronic banking, are undergoing significant enhancements to cater for the more sophisticated needs of today's customers. In addition to traditional channels, the bank also offers customers an improved range of services including online banking facilities, 24 hour telephone banking and Automated Teller Machines (ATM).

In an innovative move, Northern Ireland businesses will be able to open accounts throughout Europe, due to a new arrangement between Deutsche Bank and the Northern Bank's owners Danske Bank Group. Through a standardised account opening process, the arrangement will make it easier for Northern Bank customers to open accounts throughout Europe, not just in Danske Bank Group's home market. This move is particularly significant given the level of exports from Northern Ireland. Businesses will now be able to make payments, organise direct debits, manage cash flow, view transactions and obtain account information in Deutsche Bank's system through "Business eBanking", Northern's online banking system for business customers. George Houston, Head of Specialist Business, Northern Bank said, "This partnership is great news for an increasing number of our customers who do business internationally, as they will be able to concentrate their business with as few banks in Europe as possible. All our customers will have a larger choice of countries to which payments will be easier to manage".

In today's fast-moving environment, customers may find it difficult to get the time to visit the bank. Northern Bank ensures access to a full range of services around the clock – eBanking allows customers to check accounts, pay bills, and trade in stocks and shares, for example. Customers can also receive email or text alerts when their account is overdrawn. Northern Bank meets the highest standards for online banking security. Northern eBanking offers two secure systems: “e-Safekey” and “ActivCard”. With both systems, communications are protected by SSL encryption and a communication control device that together ensure the best quality security available.

Source: <http://www.northernbank.co.uk>

**Personal Loans** Call 0800 66 00 33

Quick decisions

Products & services: Select a product

Demos & calculators: Select a calculator

Business products: Select a product

**Stay ahead of the field with Northern Bank Agribusiness**

We believe in staying ahead of the field. Whether it's livestock, machinery or your bank, we believe you deserve the best and that's what we aim to provide.

With our new range of products and services, and a team of specialist Agribusiness Managers, we can offer you an effective range of solutions, for both your business and personal needs.

[Read more](#)

**Need a simple day to day Basic Bank Account?**

If so Northern Personal Access is our Basic Bank Account and it draws together a range of basic banking services in order for you to manage your money day by day. You can arrange to have your money paid directly into your account and you can earn interest on any money you keep in your account.

[Read on for further details](#)

**Northern Freedom**

Are you aged 18 – 27? Our Northern Freedom current account package is for anyone aged 18 – 27 and offers a wide range of benefits. So whether you are in full time education or working a Northern Freedom account could be right for you.

[Read more](#)

**Need a Personal Loan?**

Whatever you need a Personal Loan for, you can borrow from £1,000 to £25,000 with Northern Bank. So whether it's for a new kitchen, a dream car, or the holiday of a lifetime, you could achieve your dream with a Northern Bank Personal Loan. With repayments from 1 to 5 years you can arrange a loan to suit your individual circumstances.

[Read more](#)

**News**

- [Financial Results for 9 Months Ended September 2007](#)
- [PSNI News Release, Bank Notes – Stained Means Stolen!](#)
- [Northern Bank to create flagship branch](#)
- [Markets in Financial Instruments Directive \(MiFID\)](#)
- [Test Case – Unauthorised overdraft fees - Update](#)

**Contact**

Get in touch with your local branch, and arrange a meeting with an adviser to learn more about what Northern Bank has to offer.

[Find your branch.](#)

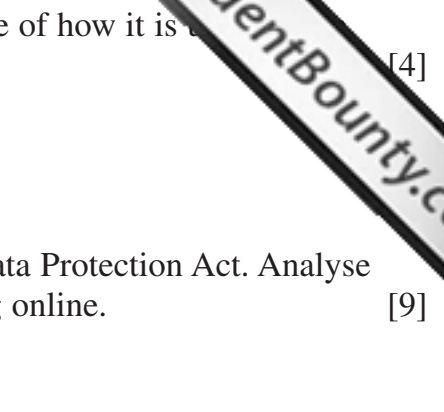
**Exchange rates**

Euro	1.4112
US dollar	2.0360
Australian dollar	2.1791
Swiss franc	2.3556
Japanese yen	233.2268
Danish krone	10.4447

All rates are Customer buy rates.  
Last updated 01.11 at 08.28.

Fig. 1

Screen shot of the home page of Northern Bank

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- 1 Explain what is meant by the term “Internet”. Give an example of how it is used by Northern Bank. [4]
  - 2 The Northern Bank must comply with the provisions of the Data Protection Act. Analyse these provisions in relation to the Northern Bank when trading online. [9]
  - 3 Discuss how the Northern Bank could use E-Commerce. [12]
  - 4 Discuss **five** issues that the Northern Bank would need to consider when evaluating the effectiveness of their website with reference to **Fig. 1**. [15]
  - 5 Analyse **five** benefits of E-Commerce to the Northern Bank. [20]
  - 6 With reference to the case study, evaluate the main potential barriers to E-Commerce that customers of the Northern Bank could encounter. [20]

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