



Rewarding Learning

ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2011

StudentBounty.com

GCE Applied Business

Assessment Unit AS 4

assessing

E-Commerce

[A3B41]



A3B41

TUESDAY 24 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 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.



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

Case Study

Tourism Minister, Mrs Arlene Foster welcomes first overseas golfer to the first tee of The Faldo Course

Tourism Minister Arlene Foster today welcomed the first overseas golfer to play The Faldo Course at the prestigious 5 Star Lough Erne Golf Resort. The Minister officially welcomed Leigh J Pope, from Tara Preserves Golf Club in Manatee, Florida, along with his playing partners, Marty Healey from Ardglass Golf Club, Conor Swail from Roganstown Golf Club, and Alan Creighton from Naas Golf Club, to the course in advance of their 08.50 am tee-off time.

Speaking on the first tee, the Minister said: “I am delighted to welcome Leigh as the first overseas golfer to sample this magnificent course, set in such breathtaking surroundings. I am confident that he will be impressed by the challenge.”

“The development of world-class golf resorts, such as Lough Erne, has the potential to make significant contributions to our tourism offering and, therefore, to the wider economy.”

“Whilst many overseas visitors are already attracted to our world-renowned courses such as Royal Portrush and Royal County Down, the emergence of world-class courses, such as Lough Erne, in five star surroundings, adds a new dimension to our product offering. Invest Northern Ireland has committed to provide £3.5 million to support the development of this impressive resort.”

Leigh J Pope said: “Obviously I had no idea when we booked that I would be the first overseas visitor to play on what certainly looks like a tremendous course. It was a real surprise and is a great honour. I hope that my own and my partners’ golf today does justice to the course.”

Officially opened on 1 July, The Faldo Course is six-time Major winner and recently knighted Sir Nick Faldo’s first golf course design project in Ireland. Already the course has been described by leading golf magazines as “a future classic . . . top 100 course in the making” and “the Emerald Isle’s answer to Loch Lomond”.

The Minister was accompanied by Jim Treacy, owner of Lough Erne Resort, who said: “Today marks another milestone in the development of Lough Erne as we build up to seeing Rory McIlroy and Padraig Harrington going head-to-head in the ‘Duel on The Lough’ on Wednesday 22 July, only three days after the finish of this year’s Open at Turnberry. We look forward to welcoming more golfers from around the world, as the reputation of The Faldo Course grows internationally.”

© Invest Northern Ireland 8 July 2009

The following is a screenshot of Lough Erne Resort website:

5 Star Lough Erne Hotel, Golf & Spa Resort, Enniskillen, Northern Ireland | 5 Star Luxury Enniskillen Hotels in Fermanagh, Northern Ireland

LOUGH ERNE
RESORT

Home Rooms Golf Spa Dining Conference & Events Weddings Activities Special Offers Location Gallery Events Calendar

BOOK YOUR TEE TIME ONLINE

NOVEMBER THAI WARMER
FROM GBP£ 230
BOOK NOW

CHRISTMAS AT LOUGH ERNE
READ MORE

LOUGH ERNE RESORT GIFT VOUCHERS

Lough Erne Resort

The Gateway to North West Ireland

Lough Erne Resort, Enniskillen, Co. Fermanagh, is the **first AA and NITB Five Star Hotel** in Northern Ireland, awarded '**Best Hotel**' at the 2011 Northern Ireland Tourism Awards and '**Golf Resort of The Year**' by the Irish Golf Tour Operators Association (2010).

The Resort is the ultimate expression in old world heritage and new world luxury, set on its very own 600 acre peninsula, between Castle Hume Lough and Lower Lough Erne, just outside Enniskillen, with stunning panoramic views from almost every vantage point.

This unique luxury Fermanagh hotel's facilities include:

- [120 luxury Rooms and Suites](#)
- Two Championship Golf Courses including [The Faldo Course](#), a Golf World & Golf Monthly Top 100 Course (UK & Ireland) and the Championship [Castle Hume Course](#)
- [Rory McIlroy](#) as its Touring Professional representing The Resort around the World
- [The Faldo Academy](#), a state of the art Practice and Tuition centre
- Authentic [Thai Spa](#), with Thai Therapists using Thai Products and techniques
- A variety of innovative [Dining Experiences](#) with menus composed by Award winning Chef, Noel

THE FALDO COURSE

THE THAI SPA

DINING AT LOUGH ERNE

<http://www.loughernerest.com/>[10/11/2011 13:14:48]

© Lough Erne Resort

Fig. 1. Screenshot of Homepage of Lough Erne Resort



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Including: The Catalina Restaurant, The Blaney Bar with an Exclusive collection of 101 Irish Whiskies; The Loughside Bar & Grill, a variety of Afternoon Teas in The Garden Hall and The Halfway House located behind the 9th Green of The Faldo Championship Course

- 6 Conference & Meeting Rooms
- Cymets The 'BIG' Experience for our younger Guests (0-11 years)
- One of Ireland's most romantic [Wedding Venues](#),

All this combined with warm, friendly and attentive service; make Lough Erne Resort one of the world's most magical destinations.

Lough Erne...There is no finer Gift to give. Buy your Gift Voucher [Online](#) or direct from The Resort.



"A great place to play,
a great place to stay"

– Watch a short introduction to Lough Erne Resort presented by Rory McIlroy, Lough Erne's Touring Professional

In The News...

Ytsara arrives at the Thai Spa!

Lough Erne Resort is proud to introduce Ytsara to The Thai Spa, a range of Thai products and experiences which offer a unique approach to age-old Asian holistic practices for use in the modern spa. Always striving to ensure the very best world class experience for all clients at Lough Erne, the journey continues with Ytsara. Book your Ytsara treatment today, contact the Thai Spa Tel: +44 (0) 28 66345728

'Lough what's on your doorstep' said Gary Hegarty of the **Daily Mirror**. If you're looking for that unrivalled, five star experience then book your stay at Lough Erne Resort! Read Gary's review to find out why he described Lough Erne as *'one of Northern Ireland's brightest jewels'*.

Read more of the [review](#)...

'In the Lough of Luxury' was how Siobhan Cronin of **The Irish Examiner** described her recent stay at Lough Erne Resort. Delighted with her Lough Erne experience, she said 'If the Faldo designed course at this Northern Ireland 5 star doesn't grab you, then maybe the authentic Thai Spa, the delightful on site lodges, the several award winning restaurants or the delightful course side walks might just entice you across the border'

Read more of the [review](#)...

Recent Press Coverage on

[The Resort](#) | [The Faldo Course](#) | [The Thai Spa](#) | [Tastes of Lough Erne](#)



THE GREAT OUTDOORS

THE RESORT AND BEYOND...

Gavin Samuels of England crowned Faldo Series Winner!

September proved a very busy and exciting month at Lough Erne. We were delighted to host the 2011 Faldo Series Grand Final, welcoming 81 of the world's top young players, Sir Nick Faldo himself, and a very special guest, US... [Read more](#)

PROPERTY FOR SALE

Golf Village property for sale. Only a few remaining. [Click here](#) for more information.



Fig. 1. Screenshot of Homepage of Lough Erne Resort

- 1 (a) Explain what is meant by the term “e-mail”. Name **one** way in which the Lough Erne Resort might use e-mails. [3]
- (b) Using examples from the case study and **Fig. 1**, analyse **two** different reasons for the growth of e-commerce. [3]
- 2 Analyse **three** intellectual property rights which apply to the design of the Lough Erne Resort’s website. [9]
- 3 Examine **four** different types of costs of “going on-line” that the Lough Erne Resort is likely to incur. [12]
- 4 Analyse **four** factors which are likely to contribute to the effectiveness of the Lough Erne Resort’s website. [12]
- 5 Discuss **six** benefits for the Lough Erne Resort of using e-commerce. [18]
- 6 Evaluate **four** different methods by which the Lough Erne Resort might effectively market itself as an “e-commerce business”. [20]