

ADVANCED SUBSIDIARY (AS) General Certificate of Education 2013

GCE Applied Business

Assessment Unit AS 4

assessing

E-Commerce

[A3B41]

TUESDAY 4 JUNE, MORNING



SHIIDENT BOUNTS, COM

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.



Study the following information and answer the questions that to

Black Oak Accountancy

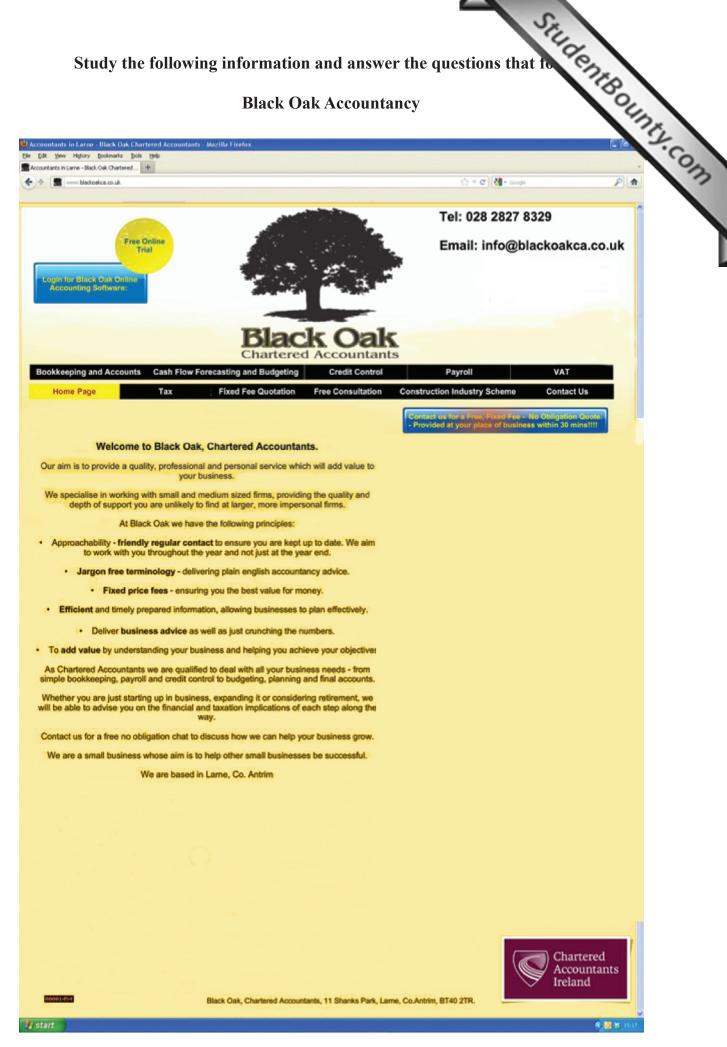


Fig. 1: Internet Website – Black Oak Accountancy

Black Oak Accountancy is a chartered accountancy practice which has been trad-November 2010. The partners differentiate their services in the marketplace by pro-"hands-on" and modern approach to accountancy, offering customers more options and when it comes to running the financial aspects of their business.

Student Bounty Com Black Oak Accountancy provides accountancy services online and can assist in the financial management of the business on an ongoing basis, if the client wishes, rather than simply preparing the accounts at the end of the financial year. Indeed, the website includes a free online trial for "accounting software", which enables customers to enter their financial information online and facilitates preparation of financial statements such as accounts and budgets.

In order to establish the business, the partners have combined marketing activities with meeting potential customers, choosing software, putting policies and procedures in place in relation to the website, business services and advice provided to customers. Professional services provided to customers include:

- Preparation of financial statements
- Preparation and submission of Self-Assessment Tax Returns
- Book-keeping and Auditing services
- Business services (such as payroll accounting and VAT accounting)
- Business Plans and Financial Modelling
- Tax Advice

A "fixed-fee" service is also provided to customers, which has the advantage that the client knows in advance exactly what fees are being charged – this has the benefit of enabling clients to manage their cashflows.

The partners point out that having a dedicated website for the business is a distinct advantage, suggesting that the various features of the website have contributed to the E-Commerce activities of the business and an increase in market share.

© Adopting a more modern approach to accountancy – Business News, Larne Times, 3 March 2011 © Black Oak Chartered Accountants

- Student Bounty.com Explain the term "Internet", and identify **two** examples of how Black Oak A 1 might use it. Explain what is meant by the following terms, and analyse how they might apply to Black 2 Oak Accountancy: (i) Business-to-Business (ii) Advertising [8] Analyse a total of **three** pieces of Internet, Business or E-commerce software that Black Oak 3 Accountancy must obtain in order to create its website. [12] Analyse four benefits which customers of Black Oak Accountancy might gain from on-line 4 trading. 5 With reference to Fig. 1, discuss five ways in which Black Oak Accountancy might evaluate the effectiveness of its website. [20]
- 6 Evaluate each of the following **five** methods that Black Oak Accountancy might use in order to market its on-line trading activities:
 - E-mail marketing
 - E-Customers as the Sales Team
 - Measuring Success
 - Banner Advertising
 - Direct Navigation

THIS IS THE END OF THE QUESTION PAPER

[20]

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