

# Online services 1

1 Which **one** of these is a government online service? (1 mark)

- A ☐ Internet banking  
B ☐ Train timetables  
C ☐ Online auction sites  
D ☐ Online tax returns

2 Give **one** example of a real-time online service and explain why it is real-time. (2 marks)

Think carefully about the explanation you give here.

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**Guided**

3 Using **two** examples, describe what types of online services can be described as commerce. (4 marks)

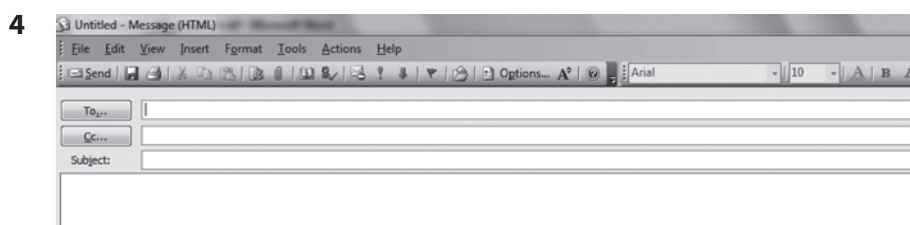
Commerce online services involve money. One example of an online commerce service is a retail website where products are sold over the internet, such as .....

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.....

Another example is .....

.....



What type of online service is email? (1 mark)

- |                                          |                                       |
|------------------------------------------|---------------------------------------|
| A <input type="checkbox"/> Communication | B <input type="checkbox"/> Real-time  |
| C <input type="checkbox"/> Commerce      | D <input type="checkbox"/> Government |

# Online services 2

Guided

1

What is a VLE?

(3 marks)

VLE stands for .....

It is used in schools and colleges by both teachers and students.

Go on to describe how it is used by both categories of people.

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2

State **two** types of files which can be accessed by online download services.

(2 marks)

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3

Which **one** of these is not an online entertainment service?

(1 mark)

- A** ☐ Video conferencing
- B** ☐ Online gaming
- C** ☐ On demand films
- D** ☐ Radio player

Notice the negative in the question  
– make sure you read all questions  
carefully!

4

Match each sector to **two** appropriate examples of an online service.

(2 marks)

|           |
|-----------|
| Education |
| Business  |

|                              |
|------------------------------|
| Online learning              |
| Video conferencing           |
| Virtual learning environment |
| Internet banking             |

# Online advertising

1

Which **one** of these is a type of online advertising?

(1 mark)

- A ☐ Pay-per-view
- B ☐ Pay-per-click
- C ☐ Pay-per-page
- D ☐ Pay-per-ad

2 A business can pay for sponsored links in search results for particular key words.

Explain why a business might pay for this service.

(2 marks)

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3

Explain why pop-up adverts might be annoying to internet users.

(2 marks)

Think about why they have this unintended effect on some people.

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**Guided**

4 Businesses have a limited budget for marketing. They need to choose how much to spend on offline and online advertising.

Describe **two** ways a business can advertise online and explain why it might choose this method of promotion.

(6 marks)

Methods of online advertising include banner adverts, pop-up adverts, .....

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# Online documents – file compression

1 Which **one** of these is another name for compressing files? (1 mark)

- A ☐ Lacing
- B ☐ Fastening
- C ☐ Zipping
- D ☐ Buttoning

2 Anya needs to email a large file to her colleague.

Give **one** reason why you might advise her to compress her file. (2 marks)

It asks for one reason but is for two marks – so you need to explain your reason.

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**Guided**

3 Explain how a file is compressed and decompressed. (2 marks)

This question needs you to explain the process in sequence.  
Make sure you include technical terminology.

A file is *compressed* using an .....

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.....

4 Jenny has taken a video of her friend playing football at school. The file limit is 1.2GB, and her memory stick is 1GB. She needs to save it to her memory stick so she can take it with her.

Explain two ways in which she can make the file fit. (2 marks)

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