C2.1 Online Communities

Class Tasks

MARK SCHEME

# Class Task 1 – Online Communities

## Question 1.1

Explain what is meant by an online community? (***2 marks***)

A group of people who can connect and interact with each other (1) who have shared interest or goal (1)

**Accept any other appropriate/alternative response**

## Question 1.2

What social media? ***(2 marks***)

Social media refers to websites and applications (1) that allow users to create content (1) that

can be accessed by and shared with others (1).

**Accept any other appropriate/alternative response**

## Question 1.3

Identify any **two** typical social media platforms? **(2 marks**)

* LinkedIn
* Facebook
* X / Twitter
* Reddit

**Accept any other appropriate/alternative response**

## Question 1.4

## Question 1.5

## Question 1.6

## Question 1.7

## Question 1.8

## Question 1.9

## Question 1.10

## Question 1.11

## Question 1.12

## Question 1.13

## Question 1.14

## Question 1.15

## Question 1.16

# Exam Style Questions

## Question 1

Explain what is meant by a ‘blog’ (**2 *marks***)

|  |  |
| --- | --- |
| **Answer** | **Mark** |
| Award ***one*** mark for each appropriate point in a linked description up to a maximum of ***two*** marks  A blog is a personal website / web log (1) that is updated regularly (by the author) (1)  A blog is a personal website / web log (1) that contains personal reflections / comments/ photos / videos (1)  A blog is a personal website / that is similar to / can be thought of as an online diary (1)  **Accept any other appropriate/alternative response** | **(2)** |

## Question 2

FFX Fitness is a company that manufactures and sells fitness training products for the people who want to exercise at home.

They have decided to create a blog on how to use their equipment as well as to recommend training programmes for their customers.

Discuss the benefits of this blog for FFX as a business. (***6 marks***)

|  |  |
| --- | --- |
| **Answer** | **Mark** |
| Responses will be credited according to the student’s demonstration of knowledge and understanding of the material, using the indicative content and level descriptors below.  The indicative content that follows is not prescriptive. Responses may cover some or all indicative content, but students should be rewarded for other relevant responses**.**  Students will **discuss** the benefits of a business blog**.**   * They can offer customers advice and information. * It can be used to market new products. * They can be seen to be subject experts. * They may be seen to be more knowledgeable than their competitors. * People may keep coming back to read the blogs. * This may help them rate higher in search engine search results / increase their profile. * People may like or share the blog posts on their social media. * The blog may help FFX reach a wider audience. * This may help increase the number of customers. * More customers may buy FFX’s products. * This may help increase FFX sales / increase revenue / increase income.   **Accept any other appropriate/alternative response** | **(6)** |

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AI-generated content may be incorrect.

## Question 3

## Question 4

## Question 5

## Question 6

## Question 7

## Question 8

## Question 9

## Question 10

## Question 11

*Logo, company name

Description automatically generated*

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