

1.5.2. Edexcel Business

**AQA GCSE Business**

**1.5.2 Technology and business**

**Multiple Choice Question Test Bank**

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## **MCQ Test 2**

**This MCQ test contains 13 questions covering the specification content for 1.5.2: Technology and business**

**Instructions:**

- **There are 13 questions in this test.**
- **Your teacher will determine how long you have to complete this test and under what conditions.**
- Only **one** answer per question is allowed for **questions 1-11 inclusive.**
- **Two** answers should be selected for questions **12 and 13.**
- For each answer, completely fill in the circle alongside the appropriate answer(s).
- If you want to change your answer, you must cross out your original answer.
- If you wish to return to an answer previously crossed out, ring the answer you now wish to select.

**0 1** When information is shared electronically between computers it is best known as:

- A E-commerce
- B E-tailer
- C M-commerce
- D Digital communication

[1 mark]

**0 2** Which of the following is an advantage to a business of using digital communication?

- A Messages and data can be transmitted quickly
- B Not all areas may be connected to the internet
- C Can lead to excessive communication
- D Training may be required to update employees on the use of digital communication

[1 mark]

**0 3** A zoo uses Twitter to announce the birth of a baby elephant. Which of the following describes this method of digital communication?

- A Video conferencing
- B Social media
- C Text
- D Email

[1 mark]

**0 4** Which of the following statements best describes the term e-commerce?

- A Buying & selling products via hand held devices only e.g. smartphones
- B Communicating and sharing information electronically
- C Buying and selling a product using electronic systems e.g. the internet
- D Gathering, storing and processing information electronically

[1 mark]

**0 5** Which of the following best describes the purpose of eBay?

- A To provide a social networking service
- B To provide an internet based photo sharing service
- C To sell products, often second hand, to other people electronically
- D To develop business contacts

[1 mark]

**0 6** Technology has enabled businesses to reduce costs by searching online to find competitively priced raw materials. The websites of which stakeholder group will be used for this activity?

- A Employees
- B Suppliers
- C Customers
- D Shareholders

[1 mark]

**0 7** In addition to its fixed premises, a designer clothes shop has launched a website in an attempt to:

- A Increase costs
- B Decrease costs
- C Increase sales
- D Decrease sales

[1 mark]

**0 8** In which of the following situations is a local NHS doctor's surgery most likely to use digital communication?

- A To provide product information on its website for customers
- B To text patients to remind them of appointments
- C To receive payment for goods/services sold at the surgery
- D To sell products to patients

[1 mark]

**0 9** Which of the following is a disadvantage to a business of using digital communication?

- A Can be inexpensive to operate and is widely used
- B Storage costs are saved as data can be stored electronically
- C Teleconferencing is possible which can produce cost savings
- D No guarantee that messages will be received or accessed

[1 mark]

**1 0** Compared to other methods of promotion, businesses that promote goods and services on social media have been able to:

- A Reduce costs as online promotion is often less expensive
- B Increase costs as online promotion is always more expensive
- C Reduce costs as online promotion is always more expensive
- D Increase costs as online promotion is often less expensive

[1 mark]

**1 1** Technology has enabled customers to compare how much different businesses are charging for goods and services. This has led to greater competition in terms of which element of the marketing mix?

- A Place
- B Price
- C Promotion
- D Product

[1 mark]

**1 2** Which **two** of the following are examples of electronic payment systems?

Select **two** answers:

- A Instagram
- B eBay
- C PayPal
- D Twitter
- E Contactless debit cards

[2 marks]

**1 3** Which **two** of the following are disadvantages to consumers of buying clothing through e-commerce?

Select **two** answers:

- A Risk of personal details being fraudulently used
- B Increased costs and time of returning unwanted items
- C Higher prices charged due to less competition online
- D Business will need to follow legislation linked to trading online
- E Difficult to establish brand loyalty

[2 marks]

**ANSWERS TO THIS MCQ TEST**

<b>Q</b>	<b>CORRECT</b>
1	D
2	A
3	B
4	C
5	C
6	B
7	C
8	B
9	D
10	A
11	B
12	C, E
13	A, B