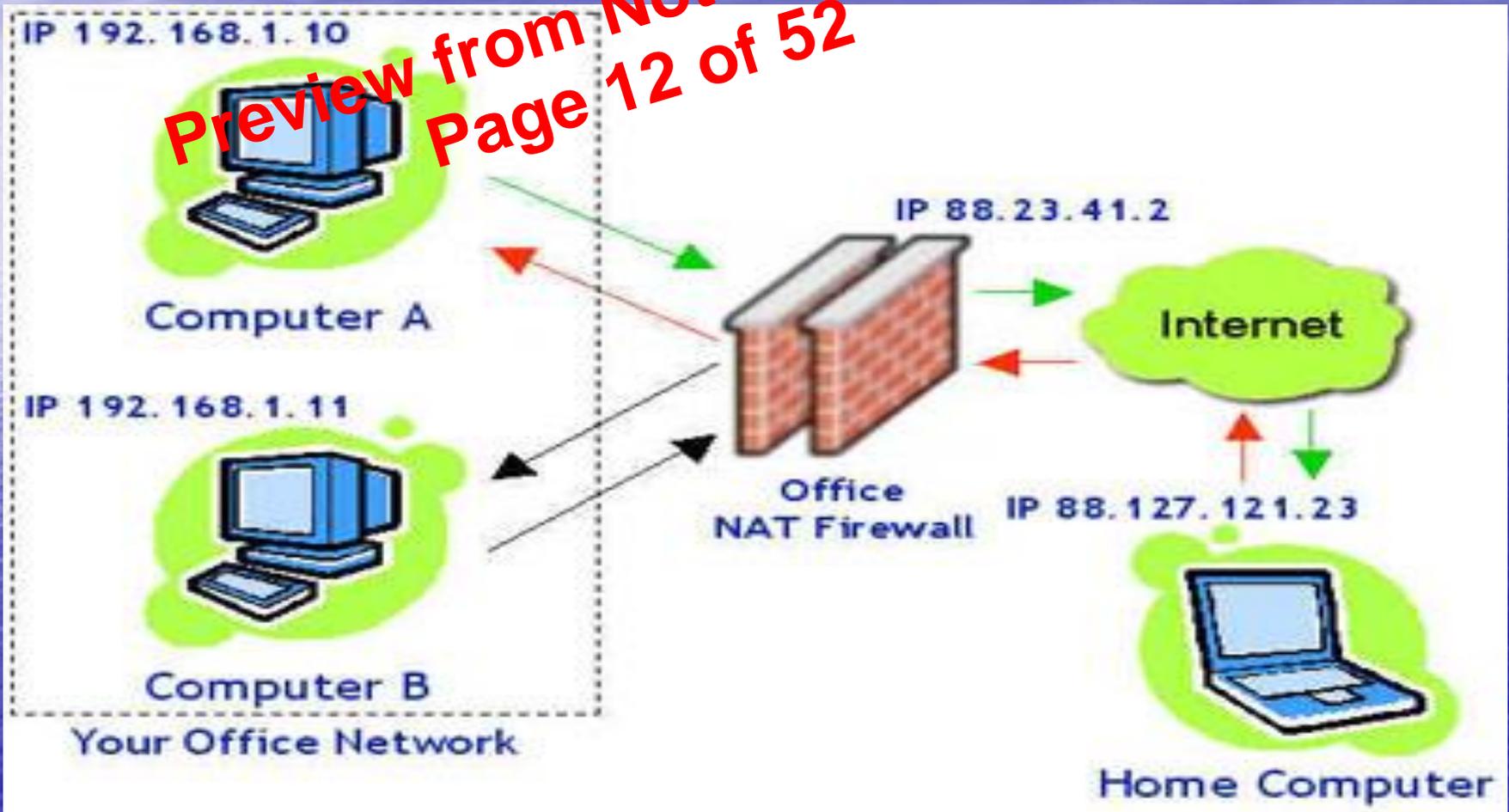


# IP Addressing

Preview from [Notesale.co.uk](http://Notesale.co.uk)  
Page 12 of 52



# UK Council for child internet safety

- The UK Council for Child Internet Safety (UKCCIS) is a group of more than 200 organisations drawn from across government, industry, law, academia and charity sectors that work in partnership to help keep children safe online.
- The Council was established in 2010 following a review by Professor Tanya Byron and discusses and takes action on topical issues concerning children's use of the internet.

- <https://www.gov.uk/government/groups/uk-council-for-child-internet-safety-ukccis>

# P1

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Page 21 of 52

- Prepare a powerpoint which describes:-
  1. The internet, how it operates and the organisations which try to control it
  2. ***All the related computer and mobile technology which is linked to the internet*** and trends in it.

# 3 contrasting businesses

Preview from [Notesale.co.uk](http://Notesale.co.uk)  
Page 36 of 52



### 3. Developing an online presence for sales

The delivery mechanism provides entrepreneurs with opportunities to develop new products/services that would only work online – eBay

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Page 43 of 52

## 4. Promotion

- If a website is optimised to deliver high scores to the main search engines, then e-commerce promises a stream of targeted customers who are looking for a particular product
- The large base of Internet users can be surveyed for an analysis of the marketability of a new product/service – increased information from customers – HOW is this AN ADVANTAGE?

Preview from Notesale.co.uk  
Page 44 of 52

# 4. Promotion

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Page 46 of 52

- Talk about how important promotion is to a business
- How important is it that a business is in the top 10 Google search
- Talk about how internet and related technology (wireless, blackberry, digital camera etc) can be used for promotion

# 6. Public relations

PR is giving a good message about a business and its activities.

- Sainsburys website highlights corporate activities, as shown
- Look at Tesco and McDonalds websites

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Page 48 of 52



The image shows a screenshot of the Sainsbury's Corporate Responsibility page. At the top, it says "Corporate responsibility" with a horizontal line underneath. Below this is the "Sainsbury's Fair Development Fund" logo, which consists of a green oval with the text "Sainsbury's Fair Development Fund" inside. Underneath the logo, it says "Fair Development Fund" in bold, followed by "Find out more about the fund..".

Below the fund information, there are five categories, each with a small icon to the left of the text:

- kids** (yellow icon): **Food & health** - Sainsbury's Kids range...
- Sourcing** (fish icon): **Sourcing** - Our fish are 100% line caught...
- Environment** (leaf icon): **Environment** - Taste the difference packaging...
- Communities** (group of people icon): **Communities** - Sainsbury's fights child obesity..
- Colleagues** (person icon): **Colleagues** - Local heroes scheme...

At the bottom of the page, it says "Online community" with a horizontal line underneath. Below this, it says "Get involved" and "Share ideas" in a stylized font.