

Reading: Specialist Words Mark Scheme		
Q1	Any 1 from: <ul style="list-style-type: none"> • An online class • A webinar/ A marketing strategies webinar 	[1]
Q2	Any 2 from: <ul style="list-style-type: none"> • To make more money from their business • To understand their customers better • To use social media platforms • To increase site visits 	[2] Allow any suitable alternatives
Q3	Consumer	[1]
Q4	SMO and SEO	[2]
Q5	Circled (c) Entrepreneurs/ Business owners	[1]
Q6	Circled (c) Dictionary	[1]
Q7	Circled (a) Webinar	[1]