

7(a)	1 mark for each bullet point (max 2) • The user can test/trial the program before purchasing to see whether it meets needs • There is no initial cost • Users who try the software may spread the word so the developer gets more custom • The developer can get feedback to improve the program
7(b)	1 mark for each bullet point (max 2) • The owner/developer can earn a fee • Comprehensive support is usually offered so problems can be easily solved • The software is usually well tested so few bugs