



Unit: eBusiness

Assignment title: Collectable Coins

June 2016

Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Task	Guide	Maximum Marks
1	<ul style="list-style-type: none"> • Appropriate information sources identified • Notes are accurate and will prove of value to assignment 	<p>2 1</p> <hr/> <p>3</p>
2	<ul style="list-style-type: none"> • Plan contains all necessary information • Estimates of time are sensible 	<p>2 1</p> <hr/> <p>3</p>
3	<ul style="list-style-type: none"> • Good structure to presentation with introduction, main points and conclusions • Concept of search engine optimisation is clearly explained, points to include: <ul style="list-style-type: none"> - The site is placed near the top of a list returned by a search engine - Positioning can be achieved through use of 'popular' words in site content and other techniques - Can also be achieved by paying for a placement - The higher up the list of returned results, the more likely the searcher is to notice you - Brands are jealously guarded by businesses • Importance of domain name is clearly explained <ul style="list-style-type: none"> - Domain name should be memorable and identifiable - Should be consistent with company's image and brand - Important that it is not confused with other businesses • Sound choice for potential domain name <ul style="list-style-type: none"> - Adequately conveys the type of business - Does not conflict with other established domain names • Importance of branding is identified <ul style="list-style-type: none"> - Helps to create a web presence - Branding conveys quality, trust and reputation - Should also reflect corporate image - Makes products easier to promote • Role of email marketing correctly explained, which could include: <ul style="list-style-type: none"> - Could be used to generate interest and link potential customers back to the e-commerce site - Could be used to quickly update contacts on new offers, special deals etc. - Could be used to promote the auction facility by notifying contacts of items due to be auctioned - Could be used to make contacts aware of new and interesting discussions on the online forum, with a view to encouraging them to join • Specific benefits of email marketing – allow any reasonable benefits, which may include (1 mark for each): <ul style="list-style-type: none"> - Cheap to undertake, no associated hard copy mailing costs - Can build up a highly targeted mailing list of past purchasers, regular customers etc. - Potentially high conversion rate 	<p>2</p> <p>5</p> <p>3</p> <p>3</p> <p>5</p> <p>4</p> <p>3</p> <hr/> <p>25</p>

Task	Guide	Maximum Marks
4	<ul style="list-style-type: none"> • The threats are well researched and are current • Four major security threats identified – 2 marks for each <ul style="list-style-type: none"> - Threats could include: - Unauthorised access to confidential data - Stolen credit card details of customers - Stolen personal details of customers leading to identity theft - Ecommerce systems compromised and no longer able to function • Four appropriate security countermeasures identified – 2 marks for each <ul style="list-style-type: none"> - Countermeasures could include: - Passwords/biometrics - Firewalls - Anti-virus software - Data encryption - Corporate adoption of an information security policy - Physical security (alarms, security guards etc.) • Clear explanation of the benefits of having a corporate security policy in place <ul style="list-style-type: none"> - Ensures that all staff are aware of the implications of security breaches - Provides clear guidance on the security measures to be adopted - Lists responsibilities and actions in the event of a security breach 	<p style="text-align: right;">2</p> <p style="text-align: right;">8</p> <p style="text-align: right;">8</p> <p style="text-align: right;">6</p> <hr/> <p style="text-align: right;">24</p>
5	<ul style="list-style-type: none"> • General purpose of an online community or forum clearly explained <ul style="list-style-type: none"> - Bring together people with a common interest together in a (often closed) online environment - To encourage the setting up of related discussions - To encourage the exchange of views, experiences and knowledge • Use of online forum to provide an online version of the current “coffee shop” meetings correctly explained <ul style="list-style-type: none"> - Could provide an online equivalent of customers (and potential customers) sitting round a table discussing topics of interest - Could expand the number of participants and the geographical spread of these participants - Could enable discussions to take place at any time rather than at an agreed place and time of a physical meeting • 3 benefits of establishing an online community correctly identified (2 marks for each). These could include: <ul style="list-style-type: none"> - Could be used as a marketing tool - Members are likely to feel part of the community and, as a consequence, more likely to become regular customers - Could use the forum as a sounding board to receive feedback on new ideas for customer services etc. 	<p style="text-align: right;">3</p> <p style="text-align: right;">6</p> <p style="text-align: right;">6</p> <hr/> <p style="text-align: right;">15</p>

Task	Guide	Maximum Marks
6	<ul style="list-style-type: none"> • Clear explanation of how an online auction could be used to develop and expand the current “matching” service <ul style="list-style-type: none"> - People wishing to sell coins can list them on the auction site - People wishing to buy coins can make bids for the coins on sale - Much wider participation than the current one-to-one matching which means a wider choice for potential buyers and a larger number of buyers (and hence possibly better prices) for the seller • Appropriate recommendation for the type of auction to be used with sensible reasoning – give credit for the auction type which will be either English, Dutch or Reverse (with the English type probably the most likely) and associated reasoning • Potential benefits to the owner of establishing an online auction facility are correctly identified – 2 marks for each. Allow any reasonable points which may include: <ul style="list-style-type: none"> - Will make commission out of any sales carried out via the auction - Could sell his own coins via the auction, providing another sales channel - Could interest auction “attendees” in other coins he has for general sale within the e-commerce site 	<p style="text-align: right;">6</p> <p style="text-align: right;">6</p> <p style="text-align: right;">6</p> <hr/> <p style="text-align: right;">18</p>
7	<ul style="list-style-type: none"> • Benefits of using web technologies in supply chain management are correctly identified (3 marks for each). Give credit for any reasonable points, which may include: <ul style="list-style-type: none"> - Share information – this can be two-way and may include updates on progress in the production process, stock levels - location and numbers of coins in stock, matching likely customer demand with available stock etc. - Rapid notification - the supplier can send the owner immediate details of any problems which may cause delays, details of when orders have been despatched etc. - Increase the speed of processing transactions – EDI can help to ensure that orders are communicated quickly, confirmation of order is received promptly etc. - Reduce the cost of handling transactions – electronic communications reduces the costs associated with posting orders and confirmations - Reduce errors in entering transaction data – electronic orders don’t need to be re-keyed, so the potential for introducing errors is removed, ensuring greater accuracy in the order quantities received 	<hr/> <p style="text-align: right;">12</p>

Learning Outcomes matrix

Task	Learning Outcomes assessed	Marker can differentiate between varying levels of achievement
1	1	Yes
2	1	Yes
3	2	Yes
4	5	Yes
5	4, 6	Yes
6	4, 6	Yes
7	3	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Analyse eCommerce business models	Demonstrate adequate ability to analyse	Demonstrate ability to provide detailed and coherent analysis	Demonstrate ability to provide comprehensive, lucid analysis
Analyse eCommerce business-to-consumer strategies	Demonstrate adequate ability to analyse	Demonstrate ability to provide detailed and coherent analysis	Demonstrate ability to provide comprehensive, lucid analysis
Analyse eCommerce business-to-business strategies	Demonstrate adequate ability to analyse	Demonstrate ability to provide detailed and coherent analysis	Demonstrate ability to provide comprehensive, lucid analysis
Evaluate various forms of online marketplace	Provide a reasonable assessment of the subject; Ideas are generally coherent	Provide a generally strong assessment with some well-reasoned assumptions; Ideas are consistently coherent	Provide a consistently strong assessment with well-reasoned and original assumptions; All ideas are highly coherent
Examine the security threats posed to eCommerce users	Provide examination of the subject with some suitable examples and references	Provide detailed examination of the subject with adequate use of appropriate references and examples	Provide consistently critical and detailed examination of the subject with innovative use of highly appropriate references
Understand how to plan eCommerce strategies	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding