



<b>Ofqual QAN</b>	<b>600/1325/4</b>
<b>Quartz ID</b>	<b>1259</b>
<b>Qualification</b>	<b>Level 4 Diploma in Business</b>

<b>Unit ID</b>	<b>2300</b>
<b>Assessment</b>	<b>Expert e-Business</b>
<b>Assessment Type</b>	<b>Global Assignment</b>
<b>Assessment Cycle</b>	<i>SAMPLE</i>

## 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.**

**Marker's comments:**

**Moderator's comments:**

**Mark:**

**Moderated mark:**

**Final mark:**

**Penalties applied for academic malpractice:**

### Important note on word counts:

Assignments which exceed the wordcount by more than 10% will be marked but markers must not read any words that exceed the 10% leeway, no marks will be awarded, and no feedback provided for any text beyond this prescribed limit. Markers must indicate on the script and in the marking breakdown the point at which the limit is reached which is, by definition, where they have stopped marking.

## Task 1 – 20 Marks

Evaluate the effectiveness of Stichware's' current eBusiness strategy in terms of digital marketing, customer engagement, and operational efficiency.

### Indicative Contents:

- Evaluation must consider the strengths and weaknesses of the current strategy with regards to marketing, customer engagement and operational efficiency.
- Digital marketing tactics (e.g., social media, email).
- Describes customer engagement (e.g., loyalty programme, personalisation).
- Mentions operational tools (inventory, payment systems).

### Mark scheme

0-5 marks	6-7 marks	8-11 marks	12-13 marks	14-20 marks
<i>Little or no evaluation of effectiveness of current strategy with regards to marketing, customer engagement and operational efficiency</i>	<i>Limited evaluation of effectiveness of current strategy with regards to marketing, customer engagement and operational efficiency</i>	<i>Adequate evaluation of effectiveness of current strategy with regards to marketing, customer engagement and operational efficiency</i>	<i>Detailed evaluation of effectiveness of current strategy with regards to marketing, customer engagement and operational efficiency</i>	<i>Thorough evaluation of effectiveness of current strategy with regards to marketing, customer engagement and operational efficiency</i>
<i>- Little or no evaluation of digital marketing tactics (e.g., social media, email) - Describes customer engagement (e.g., loyalty programme, personalisation)</i>	<i>Basic evaluation with limited detail on at least two aspects</i>	<i>Adequate evaluation of at least three aspects with some judgement</i>	<i>In-depth evaluation of at least three aspects with some judgement</i>	<i>Critical evaluation of all key components with clear strengths/weaknesses and business impact</i>

<b>- Mentions operational tools (inventory, payment systems)</b>				
<b>Marker's Comments/Justifications:</b>				

## Task 2 – 10 Marks

Identify and explain three key eBusiness technologies used by Stichware, including how these technologies support their online retail operations?

### **Indicative Contents:**

- Mentions three eBusiness technologies (e.g., eCommerce site, analytics, CRM).
- Explains how they are used in business.

### **Mark scheme**

<b>0-2 marks</b>	<b>3 marks</b>	<b>4-5 marks</b>	<b>6 marks</b>	<b>7-10 marks</b>
<b><i>Little or no identification and little or no explanation of three technologies</i></b>	<b><i>Identification and limited explanation of three technologies and very basic explanation</i></b>	<b><i>Identifies and very briefly explains three technologies and gives basic explanation</i></b>	<b><i>Explains adequately the functions and relevance of each technology</i></b>	<b><i>Clearly Links technologies directly to business outcomes (efficiency, sales, engagement) with specific examples</i></b>
<b>Marker's Comments/Justifications:</b>				

## Task 3 – 20 Marks

Analyse the potential impact of international competition on Stichware’s market position, including what strategies could help them remain competitive?

**Indicative Contents:**

- Recognises international competition as a risk.
- Suggests strategies (e.g., differentiation, niche marketing).

**Mark scheme**

<b>0-5 marks</b>	<b>6-7 marks</b>	<b>8-11 marks</b>	<b>12-13 marks</b>	<b>14-20 marks</b>
<i>Little or no identification and analysis and gives little or no suggestions</i>	<i>Limited identification and analysis and gives limited suggestions</i>	<i>Identifies the issue and gives basic suggestions</i>	<i>Explains challenges in more depth with 1–2 competitive strategies</i>	<i>Provides a detailed analysis of threats and well-supported competitive strategies</i>
<i>Little or no analysis of impact of this competition and little details on potential strategies</i>	<i>Basic analysis of impact of this competition and little details on potential strategies</i>	<i>Adequate analysis of impact of this competition and little details on potential strategies</i>	<i>Good analysis of impact of this competition and little details on potential strategies</i>	<i>Detailed analysis of impact of this competition and little details on potential strategies</i>
<b>Marker’s Comments/Justifications:</b>				

**Task 4 – 20 Marks**

Critically compare the benefits and challenges of expanding into global markets using third-party platforms like Amazon and Etsy.

**Indicative Contents:**

- Lists pros (reach, credibility, logistics).
- Lists cons (fees, competition, control).

**Mark scheme**

<b>0-5 marks</b>	<b>6-7 marks</b>	<b>8-11 marks</b>	<b>12-13 marks</b>	<b>14-20 marks</b>
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<b><i>Little or no critical comparison with examples and Limited or no recommendations</i></b>	<b><i>Basic critical comparison with examples and very few recommendations</i></b>	<b><i>Adequate critical comparison with examples and a few recommendations</i></b>	<b><i>Good critical comparison with examples and some detailed recommendations</i></b>	<b><i>Comprehensive critical comparison with examples and well-considered recommendations</i></b>
<b><i>Very short detail on the benefits and challenges of expanding into global markets</i></b>	<b><i>Basic detail on the benefits and challenges of expanding into global markets</i></b>	<b><i>Adequate discussion of the benefits and challenges of expanding into global markets</i></b>	<b><i>Good discussion on the benefits and challenges of expanding into global markets</i></b>	<b><i>Detailed discussion on the benefits and challenges of expanding into global markets</i></b>
<b>Marker's Comments/Justifications:</b>				

## Task 5 – 10 Marks

Identify and assess two ways that Stichware could improve their customer experience using emerging eBusiness technologies.

### **Indicative Contents:**

- AI chatbots, mobile UX, personalisation, etc.
- Solutions are relevant to customer experience.

### **Mark scheme**

<b>0-2 marks</b>	<b>3 marks</b>	<b>4-5 marks</b>	<b>6 marks</b>	<b>7-10 marks</b>
<b><i>Limited or no assessment of 2 ways that Stichware could improve their customer experience and use emerging technologies</i></b>	<b><i>Basic assessment of 2 ways that Stichware could improve their customer experience and use emerging technologies</i></b>	<b><i>Adequate assessment of 2 ways that Stichware could improve their customer experience and use emerging technologies</i></b>	<b><i>Good assessment of 2 ways that Stichware could improve their customer experience and use emerging technologies</i></b>	<b><i>Detailed assessment of 2 ways that Stichware could improve their customer experience and use emerging technologies</i></b>

<b>Marker's Comments/Justifications:</b>	
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## Task 6 – 20 Marks

Develop and evaluate a basic eBusiness growth plan that outlines key steps Stichware should take over the next 12 months to scale up their operations sustainably.

### **Indicative Contents:**

- Outlines steps such as marketing, tech investment, platform expansion
- Timeline and goals included.

### **Mark scheme**

<b>0-5 marks</b>	<b>6-7 marks</b>	<b>8-11 marks</b>	<b>12-13 marks</b>	<b>14-20 marks</b>
<i>Presents a limited or no strategic, realistic plan with SMART goals, risk consideration, and scaling logic with evaluation</i>	<i>Presents a limited strategic, realistic plan with SMART goals, risk consideration, and scaling logic with evaluation</i>	<i>Presents an adequate strategic, realistic plan with SMART goals, risk consideration, and scaling logic with evaluation</i>	<i>Presents a good strategic, realistic plan with SMART goals, risk consideration, and scaling logic with evaluation</i>	<i>Presents a strategic, realistic plan with SMART goals, risk consideration, and scaling logic with evaluation</i>
<i>Little to no evaluation, with pros and cons of a basic eBusiness growth plan with little no relevant details</i>	<i>Limited evaluation, with pros and cons of a basic eBusiness growth plan with limited relevant details</i>	<i>Adequate evaluation, with pros and cons of a basic eBusiness growth plan with some relevant details</i>	<i>Good evaluation, with pros and cons of a basic eBusiness growth plan with a range of relevant details</i>	<i>Detailed evaluation, with pros and cons of a basic eBusiness growth plan with detailed relevant details</i>
<b>Marker's Comments/Justifications:</b>				

**Note to markers.**

Please take appropriate action for any malpractice (plagiarism, collusion, referencing issues etc.) discovered as per the *AQ\_28-a01\_Academic Misconduct Policy* document. Please also complete and submit the *Malpractice Declaration Form*.

## Learning Outcomes matrix

Task	Learning outcomes assessed	Marker can differentiate between varying levels of achievement
1	1.1, 1.2, 1.3, 2.1, 2.2, 2.3	Yes
2	2.1, 2.2, 2.3	Yes
3	4.1, 4.2, 4.3	Yes
4	4.1, 4.2, 4.3, 5.1, 5.2, 5.3	Yes
5	6.1, 6.2, 6.3, 7.1, 7.2, 7.3	Yes
6	8.1, 8.2, 8.3	Yes

## Grade descriptors

Learning Outcome	Fail	Referral	Pass	Merit	Distinction
Be able to analyse the need for e-Businesses in the economy.	Demonstrate s little or no analysis of the need for eBusinesses in the economy	Demonstrate limited analysis of the need for eBusinesses in the economy	Demonstrate adequate analysis of the need for eBusinesses in the economy	Demonstrate good analysis of the need for eBusinesses in the economy	Demonstrate excellent analysis of the need for eBusinesses in the economy
Be able to explain the components of an eBusiness	Demonstrate s little or no explanation the components of an eBusiness	Demonstrate s limited explanation the components of an eBusiness	Demonstrate s adequate explanation the components of an eBusiness	Demonstrate s good explanation the components of an eBusiness	Demonstrate s excellent explanation the components of an eBusiness
Be able to analyse the opportunities for this business model	Demonstrate s little or no analysis the opportunities for this business model	Demonstrate s limited analysis the opportunities for this business model	Demonstrate s good analysis the opportunities for this business model	Demonstrate s good analysis the opportunities for this business model	Demonstrate s excellent analysis the opportunities for this business model
Be able to assess current threats that businesses face in this model	Demonstrate s little or no assessment current threats that businesses face in this model	Demonstrate s limited assessment current threats that businesses face in this model	Demonstrate s adequate assessment current threats that businesses face in this model	Demonstrate s good assessment current threats that businesses face in this model	Demonstrate s excellent assessment current threats that businesses face in this model
Be able to analyse areas of legal concern for e-Business	Demonstrate s little or no analysis areas of legal	Demonstrate s limited analysis areas of legal	Demonstrate s adequate analysis areas of legal	Demonstrate s good analysis areas of legal	Demonstrate s excellent analysis areas of legal

	concern for e-Business	concern for e-Business	concern for e-Business	concern for e-Business	concern for e-Business
Be able to evaluate the social impact of e-Business	Demonstrates little or no Evaluation of the social impact of e-Business	Demonstrates limited Evaluation of the social impact of e-Business	Demonstrates adequate Evaluation of the social impact of e-Business	Demonstrates good Evaluation of the social impact of e-Business	Demonstrates excellent Evaluation of the social impact of e-Business
Be able to assess the potential economic impact of e-Business	Demonstrates little or no assessment the potential economic impact of e-Business	Demonstrates limited assessment the potential economic impact of e-Business	Demonstrates adequate assessment the potential economic impact of e-Business	Demonstrates good assessment the potential economic impact of e-Business	Demonstrates excellent assessment the potential economic impact of e-Business
Be able to evaluate the business applications for this model to be successful	Demonstrates little or no Evaluation of the business applications for this model to be successful	Demonstrates limited Evaluation of the business applications for this model to be successful	Demonstrates adequate Evaluation of the business applications for this model to be successful	Demonstrates good Evaluation of the business applications for this model to be successful	Demonstrates excellent Evaluation of the business applications for this model to be successful