



Unit: eBusiness

Assignment title: The evolution of an established e-commerce organisation

Sample Assignment

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 1 (LO1)– 15 Marks

Analyse the initial product and service offers of the organisation and compare this with their current offer. Identify how the organisation has evolved and developed their ecommerce model over time and why, and the advantages and/or limitations of this for the organisation.

(15 marks)

Mark Scheme

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Incorrect interpretation of how organisations develop e-commerce product/service offers over time, resulting in a poor evaluation of an authoritative source</i>	<i>Inadequate interpretation of how organisations develop e-commerce product/service offers over time resulting in an extremely limited evaluation of one or two authoritative sources</i>	<i>Satisfactory interpretation of how organisations develop e-commerce product/service offers over time resulting in an adequate evaluation of several authoritative sources</i>	<i>Very good interpretation of how organisations develop e-commerce product/service offers over time resulting in an accurate and relevant evaluation of a variety of authoritative sources</i>	<i>Excellent to outstanding interpretation of how organisations develop e-commerce product/service offers over time resulting in a sophisticated evaluation of numerous authoritative sources</i>
<i>Incorrect identification of success or limitation of the changes, inadequately addressing problems that are well-defined, but non-routine</i>	<i>Inadequate identification of success or limitation of the changes, ineffectively addressing problems that are well-defined, but non-routine</i>	<i>Satisfactory identification of success or limitation of the changes, meeting the requirements of problems that are well-defined, but non-routine</i>	<i>Very good identification of success or limitation of the changes, going beyond the minimum requirements of problems that are well-defined, but non-routine</i>	<i>Excellent to outstanding identification of success or limitation of the changes, to critically assess problems that are well-defined, but non-routine</i>

Task 2 (LO2)– 20 Marks

Analyse the online advertising methods used by the organisation currently and evaluate the scope and effectiveness of each. Identify TWO (2) other forms of eMarketing that are currently not used by the organisation and justify why these methods would be beneficial.

(20 marks)

Mark Scheme

0-5 marks	6-7 marks	8-11 marks	12-13 marks	14-20 marks
<i>Little to no understanding of the use of digital marketing activities to promote the product offerings of an e-commerce provider.</i>	<i>Extremely limited understanding of the use of digital marketing activities to promote the product offerings of an e-commerce provider.</i>	<i>Satisfactory understanding of the use of digital marketing activities to promote the product offerings of an e-commerce provider</i>	<i>Very good understanding and analysis of the use of digital marketing activities to promote the product offerings of an e-commerce provider, that goes beyond the minimum required to pass</i>	<i>Excellent understanding and comprehensive analysis of the use of digital marketing activities to promote the product offerings of an e-commerce provider</i>
<i>Little to no identification of the online advertising methods used by the organisation</i>	<i>Extremely limited identification of the online advertising methods used by the organisation and limited identification of alternatives</i>	<i>Satisfactory identification of the online advertising methods used by the organisation and limited identification of alternatives</i>	<i>Very good understanding and analysis of the online advertising methods used by the organisation and limited identification of alternatives, that goes beyond the minimum required to pass</i>	<i>Excellent understanding and comprehensive analysis of the online advertising methods used by the organisation and limited identification of alternatives</i>

Task 3 (LO3)– 20 Marks

Identify the typical customer journey through the supply chain of the organisation from initial contact to after-sales services, by creating a customer journey map to identify the stages of the journey where there is a possibility of supply chain failure and evaluate ways in which this could be minimised.

(20 marks)

Mark Scheme

0-5 marks	6-7 marks	8-11 marks	12-13 marks	14-20 marks
<i>Little to no understanding of the supply chain of an e-commerce organisation</i>	<i>Extremely limited understanding of the supply chain of an e-commerce organisation</i>	<i>Satisfactory understanding of the supply chain of an e-commerce organisation</i>	<i>Very good understanding and review of the supply chain of an e-commerce organisation, that goes beyond the minimum required to pass</i>	<i>Excellent understanding and comprehensive review of the supply chain of an e-commerce organisation</i>
<i>Little to no identification of potential supply chain failures within an e-commerce organisation</i>	<i>Extremely limited identification of potential supply chain failures within an e-commerce organisation and limited ways this can be minimised</i>	<i>Satisfactory identification of potential supply chain failures within an e-commerce organisation and adequate ways this can be minimised</i>	<i>Very good identification of potential supply chain failures within an e-commerce organisation and sound ways this can be minimised, that goes beyond the minimum required to pass</i>	<i>Excellent understanding and comprehensive review of potential supply chain failures within an e-commerce organisation and convincing ways this can be minimised</i>

Task 4 (LO4)– 15 Marks

Analyse the utilisation of vouchers and rewards used by the organisation and how these can be used to make online payments, including any limitations and restrictions within this offer. Identify TWO (2) benefits of this payment method for the organisation and TWO (2) benefits of this for the customer.

(15 Marks)

Mark Scheme

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Incorrect interpretation of vouchers and rewards used for online payment in an e-commerce Organisation, resulting in a poor evaluation</i>	<i>Inadequate interpretation of vouchers and rewards used for online payment in an e-commerce Organisation, resulting in an extremely limited evaluation</i>	<i>Satisfactory interpretation of vouchers and rewards used for online payment in an e-commerce Organisation, resulting in an adequate evaluation</i>	<i>Very good interpretation of vouchers and rewards used for online payment in an e-commerce Organisation, resulting in an accurate and relevant evaluation, that goes beyond the minimum requirements to pass</i>	<i>Excellent to outstanding interpretation of vouchers and rewards used for online payment in an e-commerce Organisation, resulting in a sophisticated evaluation of numerous authoritative sources</i>
<i>Incorrect identification of benefits to the organisation and the customer of this online payment method</i>	<i>Inadequate identification of benefits to the organisation and the customer of this online payment method</i>	<i>Satisfactory identification of benefits to the organisation and the customer of this online payment method</i>	<i>Very good identification of benefits to the organisation and the customer of this online payment method</i>	<i>Excellent to outstanding and convincing identification of benefits to the organisation and the customer of this online payment method</i>

Task 5 (LO5)– 10 Marks

Examine the information given by the organisation on the e-commerce platform to reassure consumers their private information and payments will be held securely and used fairly, within the law. Evaluate the detail, content and strength of the information provided and explain why this information is important for the organisation.

(10 Marks)

Mark Scheme

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Incorrect understanding of the information given by the organisation to communicate security protocols</i>	<i>Inconsistent understanding of the information given by the organisation to communicate security protocols</i>	<i>Adequate understanding of the information given by the organisation to communicate security protocols</i>	<i>Appropriate understanding and analysis of the information given by the organisation to communicate security protocols, with depth that goes beyond the minimum requirement to pass</i>	<i>Consistently critical understanding and analysis of the information given by the organisation to communicate security protocols with depth</i>
<i>Incorrect identification of the importance of communicating this information to customers</i>	<i>Inconsistent identification of the importance of communicating this information to customers</i>	<i>Adequate identification of the importance of communicating this information to customers</i>	<i>Appropriate identification of the importance of communicating this information to customers, with depth that goes beyond the minimum requirement to pass</i>	<i>Consistent identification of the importance of communicating this information to customers, with depth</i>

Task 6 (LO6) – 20 Marks

- a) Using your research, identify TWO (2) e-commerce activities that the organisation has developed in the last TWO (2) years, that were not offered previously. Evaluate the benefits of these activities to the organisation.

(10 Marks)

Mark Scheme

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Incorrect identification of how eCommerce Strategy is developed over time</i>	<i>Inconsistent identification of how eCommerce Strategy is developed over time</i>	<i>Adequate identification of how eCommerce Strategy is developed over time</i>	<i>Appropriate understanding and analysis of how eCommerce Strategy is developed over time, with depth that goes beyond the minimum requirement to pass</i>	<i>Consistent identification of how eCommerce Strategy is developed over time, with depth</i>

- b) Identify TWO (2) e-commerce projects, activities or functionalities the organisation does not currently utilise and justify your selection by identifying how this would improve engagement.

(10 marks)

Mark Scheme

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Incorrect identification of new opportunities to develop eCommerce strategy further</i>	<i>Inconsistent identification of new opportunities to develop eCommerce strategy further</i>	<i>Adequate identification of new opportunities to develop eCommerce strategy further</i>	<i>Appropriate identification of new opportunities to develop eCommerce strategy further, with depth that goes beyond the minimum requirement to pass</i>	<i>Consistent identification of new opportunities to develop eCommerce strategy further, with depth</i>

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	LO1.	Yes
2	LO2	Yes
3	LO3	Yes
4	LO4	Yes
5	LO5	Yes
6	LO6	Yes

Grade descriptors

Learning Outcome	Fail	Referral	Pass	Merit	Distinction
Analyse e-commerce business models	Provides an incorrect interpretation and consequently a poor evaluation of an authoritative source, therefore inadequately addressing problems that are well defined but non-routine.	Provides an inadequate interpretation and consequently an extremely limited evaluation of one or two authoritative sources and therefore ineffectively addresses problems that are well defined but non-routine.	Provides a satisfactory interpretation and consequently an adequate evaluation of several authoritative sources to meet the requirements of problems that are well defined but non-routine.	Provides a very good interpretation and consequently an accurate and relevant evaluation of a variety of authoritative sources that goes beyond the minimum requirements to address problems that are well defined but non-routine.	Provides an excellent to outstanding interpretation and consequently a sophisticated evaluation of numerous authoritative sources to critically address problems that are well defined but non-routine.
Analyse e-commerce business-to-consumer strategies	Demonstrates little to no ability to adequately review the effectiveness and appropriateness of information, data and results by failing to use pre-defined techniques and/or criteria.	Demonstrates an extremely limited ability to adequately review the effectiveness and appropriateness of information, data and results due to insufficient use of pre-defined techniques and/or criteria.	Demonstrates a satisfactory ability to review the effectiveness and appropriateness of information, data and results due to adequate use of pre-defined techniques and/or criteria.	Demonstrates a very good ability to review the effectiveness and appropriateness of information, data and results that goes beyond the minimum required to pass due to an accurate use of pre-defined techniques and/or criteria.	Demonstrates an excellent ability to comprehensively review the effectiveness and appropriateness of information, data and results due to a meticulous use of pre-defined techniques and/or criteria.
Analyse e-commerce business-to-business strategies	Demonstrates little to no ability to adequately review the effectiveness and	Demonstrates an extremely limited ability to adequately review the effectiveness	Demonstrates a satisfactory ability to review the effectiveness and	Demonstrates a very good ability to review the effectiveness and	Demonstrates an excellent ability to comprehensively review the effectiveness

	appropriateness of information, data and results by failing to use pre-defined techniques and/or criteria.	and appropriateness of information, data and results due to insufficient use of pre-defined techniques and/or criteria.	appropriateness of information, data and results due to adequate use of pre-defined techniques and/or criteria.	appropriateness of information, data and results that goes beyond the minimum required to pass due to an accurate use of pre-defined techniques and/or criteria.	and appropriateness of information, data and results due to a meticulous use of pre-defined techniques and/or criteria.
Evaluate various forms of online marketplace	Provides an incorrect interpretation and consequently a poor evaluation of an authoritative source, therefore inadequately addressing problems that are well defined but non-routine.	Provides an inadequate interpretation and consequently an extremely limited evaluation of one or two authoritative sources and therefore ineffectively addresses problems that are well defined but non-routine.	Provides a satisfactory interpretation and consequently an adequate evaluation of several authoritative sources to meet the requirements of problems that are well defined but non-routine.	Provides a very good interpretation and consequently an accurate and relevant evaluation of a variety of authoritative sources that goes beyond the minimum requirements to address problems that are well defined but non-routine.	Provides an excellent to outstanding interpretation and consequently a sophisticated evaluation of numerous authoritative sources to critically address problems that are well defined but non-routine.
Examine the security threats posed to e-commerce users	Incorrectly identifies, adapts and makes use of a deficient range of techniques or information sources within an array of contexts.	Inconsistently identifies, adapts and makes use of a limited range of techniques or information sources within an array of contexts.	Can adequately identify, adapt and make use of a sufficient range of techniques and information sources within an array of contexts.	Can appropriately identify, adapt and make use of a range of techniques and information sources within an array of contexts with depth that goes beyond the minimum to pass.	Can consistently identify, adapt and make use of a comprehensive range of techniques and information sources within an array of contexts with depth.
Understand how to plan e-commerce strategies	Incorrectly identifies, adapts and makes use of a deficient range of techniques or information sources within an array of contexts.	Inconsistently identifies, adapts and makes use of a limited range of techniques or information sources within an array of contexts.	Can adequately identify, adapt and make use of a sufficient range of techniques and information sources within an array of contexts.	Can appropriately identify, adapt and make use of a range of techniques and information sources within an array of contexts with depth that goes beyond the minimum to pass.	Can consistently identify, adapt and make use of a comprehensive range of techniques and information sources within an array of contexts with depth.