



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 commer	nts:		
Moderator's com	ments:		
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)

0-3 marks4-5 marks6-8 marks9-10 marks11-15 marksIncorrect interpretation of how organisations develop e- commerce product/servic e offers over time, resulting in a poor evaluation of authoritative sourceInadequate interpretation of how organisations develop e- commerce product/servic e offers over time, resulting in an extremely limited evaluation of authoritative sourcesdevelop e- commerce product/servic e offers over time resulting in an adequate evaluation of authoritative sourcescommerce product/servic e offers over time resulting in an adequate evaluation of authoritative sourcescommerce product/servic e offers over time resulting in an adequate evaluation of authoritative sourcescommerce product/servic e offers over time resulting in an adequate evaluation of authoritative sourceseoffers over time resulting in an adequate evaluation of authoritative sourcesand relevant evaluation of a unterpretation of success or limitation of the changes, inadequately addressing problems that are well- defined, but non-routineSatisfactory identification of success or limitation of limitation of <br< th=""><th>Mark Scheme</th><th></th><th></th><th></th><th></th></br<>	Mark Scheme				
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, ion round				non-routine	non-routine

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)

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

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)

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

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)

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

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)

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

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
Incorrect identification of how eCommerce Strategy is developed over time	Inconsistent identification of how eCommerce Strategy is developed over time	Adequate identification of how eCommerce Strategy is developed over time	Appropriate understanding and analysis of how eCommerce Strategy is developed over time, with depth that goes beyond the minimum requirement to pass	Consistent identification of how eCommerce Strategy is developed over time, with depth

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

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

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	Demonstrates little to no ability to adequately	Demonstrates an extremely limited ability to	Demonstrates a satisfactory ability to review	Demonstrates a very good ability to review	Demonstrates an excellent ability to
business-to- business strategies	review the effectiveness and	adequately review the effectiveness	the effectiveness and	the effectiveness and	comprehensively review the effectiveness

I	annronriatonoss	and	annronriatonoss	annronriatonoss	and
	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.