



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	<b>Level 3 Diploma in Business</b>

Unit ID	<i>Sample</i>
Assessment	<b>Communication in Business</b>
Assessment Type	<b>Global Assignment</b>
Date	<i>Sample</i>

## Sample Assessment

### 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 word count 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 - 25 Marks**

- a) Develop a suitable agenda and email to the sales team generating interest in the idea of boosting sales for the company online and inviting them to a forthcoming meeting to introduce the new development.

**(15 marks)****Mark scheme**

<b>0-3 marks</b>	<b>4-5 marks</b>	<b>6-8 marks</b>	<b>9-10 marks</b>	<b>11-15 marks</b>
<i>Little or no development of an agenda and email for the meeting</i>	<i>Limited development of an agenda and email for the meeting</i>	<i>Adequate development of an agenda and email for the meeting</i>	<i>Detailed development of an agenda and email for the meeting</i>	<i>Thorough and detailed development of an agenda and email for the meeting</i>
<i>Little to no interest generated in the new development in online sales</i>	<i>Limited interest generated in the new development in online sales</i>	<i>Sufficient interest generated in the new development in online sales</i>	<i>Good interest generated in the new development in online sales</i>	<i>Very good interest generated in the new development in online sales</i>
<i>Lack of contextualisation</i>	<i>Limited contextualisation</i>	<i>Adequate contextualisation</i>	<i>Detailed contextualisation</i>	<i>Thorough and detailed contextualisation</i>
<b>Markers comments/justifications:</b>				

- b) Evaluate TWO (2) primary and THREE (3) secondary sources of information you can use to determine whether becoming an online retailer is a viable proposition.

**(10 marks)****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>
<i>Little to no evaluation of primary and secondary data</i>	<i>Limited evaluation of primary and secondary data</i>	<i>Adequate evaluation of primary and secondary data</i>	<i>Detailed evaluation of primary and secondary data</i>	<i>Detailed and thorough evaluation of primary and secondary data</i>

<b><i>Little or no determination of whether becoming an online retailer is a viable option</i></b>	<b><i>Limited determination of whether becoming an online retailer is a viable option</i></b>	<b><i>Adequate determination of whether becoming an online retailer is a viable option</i></b>	<b><i>Detailed determination of whether becoming an online retailer is a viable option</i></b>	<b><i>Detailed and thorough determination of whether becoming an online retailer is viable option</i></b>
<b>Markers comments/justifications:</b>				

## Task 2 – 25 Marks

- a) Examine the options open to the manufacturing company to develop an online sales platform, considering inhouse, third party and other external alternatives.

Develop a set of presentation slides (i.e. a maximum of 10 slides) to present your findings to senior management

(15 Marks)

### Mark scheme

<b>0-3 marks</b>	<b>4-5 marks</b>	<b>6-8 marks</b>	<b>9-10 marks</b>	<b>11-15 marks</b>
<b><i>Little to no examination of options to develop an online sales platform considered</i></b>	<b><i>Limited examination of options to develop online sales platform considered</i></b>	<b><i>Sufficient examination of options to develop an online sales platform considered</i></b>	<b><i>Detailed examination of options to develop an online sales platform considered</i></b>	<b><i>Detailed and thorough examination of options to develop an online sales platform considered</i></b>
<b><i>Little or no development of presentation slides</i></b>	<b><i>Inadequate development of presentation slides</i></b>	<b><i>Sufficient development of presentation slides</i></b>	<b><i>Detailed development of presentation slides</i></b>	<b><i>Detailed and thorough development of presentation slides</i></b>
<b>Markers comments/justifications:</b>				

- b) Outline the main points in the form of accompanying notes that will support your presentation and provide further details for the audience.

(10 marks)

**Mark scheme**

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little or no completion of accompanying notes</i>	<i>Inadequate completion of accompanying notes</i>	<i>Adequate completion of accompanying notes</i>	<i>Detailed completion of accompanying notes</i>	<i>Comprehensive completion of accompanying notes</i>
<i>Little to no detail of main points in notes</i>	<i>Limited detail of main points in notes</i>	<i>Sufficient detail of main points in notes</i>	<i>Detailed main points in notes</i>	<i>Detailed and thorough points in notes</i>
<b>Markers comments/justifications:</b>				

### Task 3 – 25 Marks

- a) Discuss your findings as part of a presentation to the senior management team and suggest the most beneficial course of action to create an online sales platform for the company.

Your presentation should last for 10 minutes.

(15 marks)

**Mark scheme**

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Little to no presentation of findings to the senior management team</i>	<i>Limited presentation of findings to the senior management team</i>	<i>Sufficient presentation of findings to the senior management team</i>	<i>Detailed presentation of findings to the senior management team</i>	<i>Detailed and thorough presentation of findings to the senior management team</i>
<i>Little to no suggestion of the most beneficial course of action to create an online sales platform</i>	<i>Limited suggestion of the most beneficial course of action to create an online sales platform</i>	<i>Adequate suggestion of the most beneficial course of action to create an online sales platform</i>	<i>Detailed suggestion of the most beneficial course of action to create an online sales platform</i>	<i>Comprehensive suggestion of the most beneficial course of action to create an online sales platform</i>
<b>Markers comments/justifications:</b>				

- b) Demonstrate appropriate actions, body language and professionalism during the presentation to relay clear information to your audience about this exciting new development.

(10 marks)

N.B. Your tutor will play the role of the CEO and your classmates will play the role of other senior managers of the company. It is your role to create enthusiasm for this project and to gain the backing of these influential colleagues.

#### Mark scheme

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little or no demonstration of appropriate actions, body language and professionalism during the presentation</i>	<i>Inadequate demonstration of appropriate actions, body language and professionalism during the presentation</i>	<i>Adequate demonstration of appropriate actions, body language and professionalism during the presentation</i>	<i>Detailed demonstration of appropriate actions, body language and professionalism during the presentation</i>	<i>Detailed and thorough demonstration of appropriate actions, body language and professionalism during the presentation</i>
<i>Little or no enthusiasm shown for the project and gaining of backing from colleagues</i>	<i>Limited enthusiasm shown for the project and gaining of backing from colleagues</i>	<i>Sufficient enthusiasm shown for the project and gaining of backing from colleagues</i>	<i>Good enthusiasm shown for the project and gaining of backing from colleagues</i>	<i>Very good enthusiasm shown for the project and gaining of backing from colleagues</i>
<b>Markers comments/justifications:</b>				

## Task 4 – 25 Marks

- a) Discuss the importance of data security for businesses and the challenges that this organisation may face to keep this information safe and secure.

(15 marks)

#### Mark scheme

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Little to no discussion of the importance of data security for businesses</i>	<i>Limited discussion of the importance of data security for businesses</i>	<i>Adequate discussion of the importance of data security for businesses</i>	<i>Detailed discussion of the importance of data security for businesses</i>	<i>Comprehensive discussion of the importance of data security for businesses</i>
<i>Little or no discussion of</i>	<i>Limited discussion of</i>	<i>Adequate discussion of</i>	<i>Detailed discussion of</i>	<i>Detailed and thorough</i>

<i>the challenges that the organisation may face to keep this information safe and secure</i>	<i>the challenges that the organisation may face to keep this information safe and secure</i>	<i>the challenges that the organisation may face to keep this information safe and secure</i>	<i>the challenges that the organisation may face to keep this information safe and secure</i>	<i>discussion of the challenges that the organisation may face to keep this information safe and secure</i>
<b>Markers comments/justifications:</b>				

- b) Explain the steps the organisation can take to protect and store information securely.

(10 marks)

**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>
<i>Little to no explanation of the steps the organisation can take to protect information</i>	<i>Limited explanation of the steps the organisation can take to protect information</i>	<i>Sufficient explanation of the steps the organisation can take to protect information</i>	<i>Detailed explanation of the steps the organisation can take to protect information</i>	<i>Detailed and thorough explanation of the steps the organisation can take to protect information</i>
<i>Little or no explanation of storing information securely</i>	<i>Limited explanation of storing information securely</i>	<i>Sufficient explanation of storing information securely</i>	<i>Detailed explanation of storing information securely</i>	<i>Detailed and thorough explanation of storing information securely</i>
<b>Markers 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, 2, 3 and 4	Yes
2	3, 4 and 6	Yes
3	4 and 5	Yes
4	4	Yes

## Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Be able to gather information and make effective notes in different situations	Demonstrates satisfactory ability to gather information and make effective notes in different situation	Demonstrates a robust ability to gather information and make effective notes in different situation	Demonstrates a highly comprehensive ability to gather information and make effective notes in different situation
Be able to compose suitable content that can be featured on a social media platform or company website	Shows adequate ability to compose suitable content that can be featured on a social media platform or company website	Shows a sound and appropriate ability to compose suitable content that can be featured on a social media platform or company website	Shows a comprehensive ability to compose suitable content that can be featured on a social media platform or company website
Understand the common steps in producing written work	Demonstrates an adequate understanding of the common steps in producing written work	Demonstrates a detailed understanding of the common steps in producing written work	Demonstrates a detailed and highly appropriate understanding of the common steps in producing written work
Be able to produce written work suitable for business purposes, following a drafting process	Demonstrates an adequate ability to produce written work suitable for business purposes, following a drafting process	Demonstrates a robust ability to produce written work suitable for business purposes, following a drafting process	Demonstrates a highly comprehensive ability to produce written work suitable for business purposes, following a drafting process
Be able to hold virtual meetings using appropriate technology	Demonstrates an adequate ability to hold virtual meetings	Demonstrates a robust ability to hold virtual meetings using	Demonstrates a comprehensive ability to hold virtual meetings using

	using appropriate technology	appropriate technology	appropriate technology
Understand the importance of information and data security in business	Demonstrates an adequate understanding of the importance of information and data security in business	Demonstrates a robust understanding of the importance of information and data security in business	Demonstrates a thorough and detailed understanding of the importance of information and data security in business