Ofqual QAN	*Sample*
Quartz ID	*Sample*
Qualification	**Level 3 Diploma in Business**

Unit ID	*Sample*
Assessment	**Communication in Business**
Assessment Type	**Global Assignment**
Date	*Sample*

Sample Assessment

Important notes

- Please refer to the Assignment Presentation Requirements for advice on how to set out your assignment. These can be found on the NCC Education *Campus*. Click on Policies and Advice in the left-hand menu and look under the Advice section.

- You must read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensure that you acknowledge all the sources that you use in your work. These documents are available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.

- You **must** complete the **'Statement and Confirmation of Own Work'**. The form is available on *Campus*. Click on Policies and Advice in the left-hand menu and look under the Policies section.

- **Please make a note of the recommended word count as stated in the brief. The maximum word count limit is the recommended work count plus 10% leeway. The maximum allocated time limit is the recommended time limit plus 10% leeway. Submissions which exceed the maximum word count limit will be marked only up to the maximum word count limit. Any text that exceeds the maximum word count limit will not be marked. You must follow the note on word count as stated in the Submission Requirements section of the brief.**

- You must submit a paper copy and digital copy (on disk or similarly acceptable medium). Media containing viruses, or media that cannot be run directly, will result in a fail grade being awarded for this assessment.

- All electronic media will be checked for plagiarism.

Introduction

This assignment requires you to demonstrate knowledge and skills you have acquired throughout the course of this module by producing a 2000-word, fully referenced academic piece of work that addresses the tasks given below.

In order to complete this assignment, you need to consider the scenario below and answer the tasks that follow.

Scenario

You work as an Administrator for a large manufacturer of domestic appliances (e.g. washing machines, refrigerators, dishwashers, cookers and ovens) who currently supply many of the high street retailers.

Since the Covid-19 pandemic, footfall to retail outlets has experienced a decline and a resulting sales slump. The company has made a few changes to save money but isn't getting the boost from recent marketing campaigns it expected.

The sales manager has decided to improve the company website and attempt to increase sales by selling direct to the customer online. You have been asked to help with this exciting new project as it is critical to company survival and success.

Research the market for online sales of domestic appliances and consider:

i)	The size of the market (and potential for growth)
ii)	Stage of the market in the product life cycle
iii)	Type of market (e.g. perfect competition, oligopoly, monopoly etc)
iv)	Range of products sold online
v)	Competitors
vi)	Popular products and brands

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)

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)

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 minimum of 6 slides) to present your findings to senior management.

(15 marks)

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)

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 for the company.

Your presentation should last for 10 minutes.

(15 marks)

b) Demonstrate appropriate actions, body language and professionalism 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.

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)

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

(10 marks)

Submission requirements

- You must submit a word-processed document.
- You should answer Tasks 1 to 4. The word count for your assessment is TWO THOUSAND (2000) words.
- All references and citations must use the Harvard Style.

Word Count

The word count for this assignment is **2000 words**. Pay careful attention to the mark allocation for each task so you don't spend too much time on any ONE (1) section.

You **MUST** state the word count in the header of your assignment and declare the number of words on your assignment cover sheet. You **MUST** confirm that you have not exceeded the stipulated word limit by more than 10%.

Any words written beyond the stipulated limit will not be read by the examiners; no marks will be awarded, and no feedback provided for any text beyond the prescribed limit.

In accordance with accepted academic practice, the notion of a word count includes the following without exception:

- All titles or headings that form part of the actual text. This does not include the fly (or cover) page or reference list
- All words that form the actual essay
- All words forming the titles for figures, tables, and boxes. However, this does not include the text within boxes, tables, or figures themselves
- All in-text (bracketed) references
- All directly quoted material

Candidate checklist

Please use the following checklist to ensure that your work is ready for submission.

Have you read the NCC Education documents 'What is Academic Misconduct? Guidance for Candidates' and 'Avoiding Plagiarism and Collusion: Guidance for Candidates' and ensured that you have acknowledged all the sources that you have used in your work? ☐

Have you completed the 'Statement and Confirmation of Own Work' form and attached it to your assignment? **You must do this.** ☐

Have you ensured that your work has not gone over or under the recommended word count or time limit by more than 10%? ☐