



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

Unit ID	<i>Sample</i>
Assessment	Developing an eBusiness
Assessment Type	Assignment
Assessment Cycle	<i>Sample</i>

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.

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

Explain the main objectives of the organisation when adopting an eBusiness approach to its business operations.

Mark Scheme

0- 3 marks	4-6 marks	7-11 marks	12-16 marks	17-20 marks
<i>Little to no explanation on the main objectives of this organisation adopting this approach</i>	<i>Limited explanation on the main objectives of this organisation adopting this approach</i>	<i>Adequate explanation on the main objectives of this organisation adopting this approach</i>	<i>Detailed explanation on the main objectives of this organisation adopting this approach</i>	<i>Thorough explanation on the main objectives of this organisation adopting this approach</i>
<i>Little or no reference to the business objectives</i>	<i>Limited reference to the business objectives</i>	<i>Adequate reference to the business objectives</i>	<i>Detailed reference to the business objectives</i>	<i>Detailed and thorough reference to the business objectives</i>
<i>Markers comments/justifications:</i>				

Task 2 – 10 Marks

Outline the main types of eBusiness models and discuss the model of this organisation and include reasons for adopting this model.

Mark Scheme

0- 2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little to no detail on the main types of eBusiness models</i>	<i>Limited discussion on the main types of eBusiness models</i>	<i>Adequate discussion on the main types of eBusiness models</i>	<i>Detailed discussion on the main types of eBusiness models</i>	<i>Thorough discussion on the main types of eBusiness models</i>

<i>Little or no discussion on the model and reasons for adopting</i>	<i>Limited discussion on the model and reasons for adopting</i>	<i>Adequate discussion on the model and reasons for adopting</i>	<i>Detailed discussion on the model and reasons for adopting</i>	<i>Detailed discussion on the model and reasons for adopting</i>
Markers comments/justifications:				

Task 3 – 20 Marks

Analyse the relevance of this eBusiness model detailed within the economy and discuss possible future prospects of this business.

Mark Scheme

0-3 marks	4-6 marks	7-11 marks	12-16 marks	17-20 marks
<i>Little or no analysis on the relevance of this model</i>	<i>Limited analysis on the relevance of this model</i>	<i>Adequate analysis on the relevance of this model</i>	<i>Detailed analysis on the relevance of this model</i>	<i>Thorough and detailed analysis on the relevance of this model</i>
<i>Little to no discussion on the possible future prospects of this business</i>	<i>Limited discussion on the possible future prospects of this business</i>	<i>Sufficient discussion on the possible future prospects of this business</i>	<i>Good discussion on the possible future prospects of this business</i>	<i>Very good discussion on the possible future prospects of this business</i>
Markers comments/justifications:				

Task 4 – 10 Marks

Identify the range of security and privacy issues that eBusinesses face and examine those that are applicable to the organisation detailed.

Mark Scheme

0- 2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little to no detail on the range of security and privacy issues that</i>	<i>Limited detail on the range of security and privacy issues that eBusiness face</i>	<i>Adequate detail on the range of security and privacy issues that</i>	<i>Detailed detail on the range of security and privacy issues that eBusiness face</i>	<i>Thorough detail on the range of security and privacy issues that</i>

eBusiness face		eBusiness face		eBusiness face
<i>Little or no examination of those issues faced by this business</i>	<i>Limited examination of those issues faced by this business</i>	<i>Adequate examination of those issues faced by this business</i>	<i>Detailed examination of those issues faced by this business</i>	<i>Thorough examination of those issues faced by this business</i>
Markers comments/justifications:				

Task 5 – 20 Marks

Explain the main requirements, including advantages and disadvantages of the eBusiness model versus the traditional business model.

Mark Scheme

0-3 marks	4-6 marks	7-11 marks	12-16 marks	17-20 marks
<i>Little or no explanation of the main requirements of the eBusiness</i>	<i>Limited explanation of the main requirements of the eBusiness</i>	<i>Adequate explanation of the main requirements of the eBusiness</i>	<i>Detailed explanation of the main requirements of the eBusiness</i>	<i>Thorough explanation of the main requirements of the eBusiness</i>
<i>Little to no detail on the advantages and disadvantages</i>	<i>Limited detail on the advantages and disadvantages</i>	<i>Sufficient detail on the advantages and disadvantages</i>	<i>Good detail on the advantages and disadvantages</i>	<i>Very good detail on the advantages and disadvantages</i>
Markers comments/justifications:				

Task 6 – 20 Marks

Evaluate the range of rules and regulations faced by eBusinesses and then detail and apply to this business.

Mark Scheme

0-3 marks	4-6 marks	7-11 marks	12-16 marks	17-20 marks
<i>Little or no evaluation of the range of rules and</i>	<i>Limited evaluation of the range of rules and</i>	<i>Adequate evaluation of the range of rules and</i>	<i>Detailed evaluation of the range of rules and</i>	<i>Thorough evaluation of the range of rules and</i>

<i>regulations faced by eBusinesses</i>	<i>regulations faced by eBusinesses</i>	<i>regulations faced by eBusinesses</i>	<i>regulations faced by eBusinesses</i>	<i>regulations faced by eBusinesses</i>
<i>Little or no application to the business</i>	<i>Limited application to the business</i>	<i>Sufficient application to the business</i>	<i>Good application to the business</i>	<i>Very good application to the business</i>
<i>Markers comments/justifications:</i>				

Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	2.1, 2.2	Yes
2	4.1, 4.2	Yes
3	5.1, 5.2	Yes
4	6.1, 6.2	Yes
5	3.1, 3.2	Yes
6	7.1, 7.2	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Understand the need for eBusiness model in the economy	Demonstrate adequate understanding of the model in the economy	Demonstrate robust understanding of the model in the economy	Demonstrate highly comprehensive understanding of the model in the economy
Be able to explain the objectives of eBusiness models	Show adequate explanation of eBusiness models	Show sound explanation of eBusiness models	Show innovative explanation of eBusiness models
Understand the requirements of an eBusiness model	Demonstrate adequate and appropriate understanding of the requirements of an eBusiness model	Demonstrate sound and consistently appropriate understanding of the requirements of an eBusiness model	Demonstrate detailed understanding of the requirements of an eBusiness model
Be able to explain the types of eBusiness models	Demonstrate adequate level of explanation of the types of eBusiness models	Demonstrate robust level of understanding of eBusiness models	Demonstrate highly comprehensive level of understanding of eBusiness models
Be able to assess the eBusiness model	Demonstrate ability to assess the eBusiness model	Demonstrate sound ability to assess the eBusiness model	Demonstrate ability to assess the eBusiness model
Understand the security and privacy issues of eBusiness	Demonstrate adequate understanding of the security and privacy issues of eBusiness	Demonstrate robust understanding of the security and privacy issues of eBusiness	Demonstrate detailed understanding of the security and privacy issues of eBusiness
Be able to explain the	Demonstrate adequate explanation of the	Demonstrate sound explanation of the rules	Demonstrate detailed explanation

rules and regulations of eBusiness	rules and regulations of eBusiness	and regulations of eBusiness	of the rules and regulations of eBusiness
Be able to assess the future of eBusinesses	Demonstrate adequate assessment of the future of eBusiness	Demonstrate robust assessment of the future of eBusiness	Demonstrate detailed assessment of the future of eBusiness