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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 Question Paper

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. 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 2,000 word, fully referenced, academic report that addresses the tasks given below. In order to complete the assignment, you will need to choose an industry and an appropriate organisation within it to research.

Choosing an appropriate organisation

Step 1: Select a retail sector in which you are interested and in a sector that you are familiar with. For example, clothing, footwear, electrical, sports equipment, food, books, supermarkets, department stores, etc. Examples include Amazon, eBay, etc.

Step 2: Select a business that was established as a “bricks and mortar” company prior to developing an eBusiness presence. A feature of these sorts of businesses is that they:

- have originally established a certain market share and reputation in their sector as a traditional “bricks and mortar” company
- have subsequently launched an eBusiness platform through which to sell their products online
- have developed a successful multichannel operation through which they sell products to both online customers and customers in traditional high street stores
- have established a strong brand presence in each of the channels they sell through

Researching your organisation

You can use web resources to enable you to understand the context in which your selected organisation operates.

Do not limit yourself, however, to web-based sources of information. You should also use academic, industry and other sources.

Task 1 – 20 Marks

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

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.

Task 3 – 20 Marks

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

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.

Task 5 – 20 Marks

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

Task 6 – 20 Marks

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

Guidance

Consult with your tutor if you are uncertain about any aspect of this assignment.

Submission requirements

- You must submit a word-processed document.
- You should answer Tasks 1 to 6. The word count for your assessment is TWO THOUSAND (2,000) 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 by more than 10%? ☐