



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 2 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Introduction to eBusiness
Assessment Type	Global Assignment
Date	<i>Sample</i>

Developing and Implementing an eBusiness

Sample 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	Guide	Maximum Marks
1	<p>Summarise the eBusiness that you have chosen based on your research. Outline the key areas of this company, including the type of business, customers, product or service that it sells, any growth or decline and any reported profits or losses of the business and a brief history.</p> <p>Mark Scheme</p> <ul style="list-style-type: none">• 0-5 marks: Demonstrates a basic understanding of the chosen company, its aims and/or objectives, products, and services relating to eBusiness.• 6-7 marks: Demonstrates limited understanding of the chosen company, its type, base(s), aims or objectives, products, and services relating to eBusiness.• 8-11 marks: Demonstrates a consistent understanding of the chosen company, its type, base(s), aims or objectives, products, and services relating to eBusiness.• 12-13 marks: Demonstrates a critical understanding of the chosen, its type, base(s), main aims and objectives, products, and services relating to eBusiness.• 14-20 marks: Demonstrates a comprehensive understanding of the chosen company, its type, base(s), main aims and objectives, products, and services relating to eBusiness.	20
2	<p>Describe how the business markets its products or services, number of employees, what countries it does business in.</p> <p>Mark Scheme</p> <ul style="list-style-type: none">• 0-5 marks: Very basic description of business markets its products or services, number of employees, what countries it does business in.• 6-7 marks: Very limited description of business markets its products or services, number of employees, what countries it does business in.• 8-11 marks: Demonstrates an adequate description of business markets its products or services, number of employees, what countries it does business in.• 12-13 marks: Demonstrates a good description of business markets its products or services, number of employees, what countries it does business in.	20

Task	Guide	Maximum Marks
	<ul style="list-style-type: none"> 14-20 marks: <i>Demonstrates an excellent description of business markets its products or services, number of employees, what countries it does business in.</i> 	
3	<p>Outline published goals and objectives of this business.</p> <p>Mark Scheme</p> <ul style="list-style-type: none"> 0-2 marks: <i>Provides a basic understanding of published goals and objectives of an eBusiness.</i> 3 marks: <i>Provides a limited understanding of published goals and objectives of an eBusiness.</i> 4-5 marks: <i>Provides an adequate understanding of published goals and objectives of an eBusiness.</i> 6 marks: <i>Provides a good understanding of published goals and objectives of an eBusiness.</i> 7-10 marks: <i>Provides an excellent understanding of published goals and objectives of an eBusiness.</i> 	10
4	<p>Describe some of the advantages and disadvantages of this business in comparison to others offering similar products or services.</p> <p>Mark Scheme</p> <ul style="list-style-type: none"> 0-5 marks: <i>Gives a basic description of advantages and disadvantages of the business in comparison to others offering similar products or services.</i> 6-7 marks: <i>Gives a limited description of advantages and disadvantages of the business in comparison to others offering similar products or services.</i> 8-11 marks: <i>Gives a consistent description of advantages and disadvantages of the business in comparison to others offering similar products or services.</i> 12-13 marks: <i>Provides a good description of advantages and disadvantages of the business in comparison to others offering similar products or services.</i> 14-20 marks: <i>Provides an excellent description of advantages and disadvantages of the business in comparison to others offering similar products or services.</i> 	20
5	<p>Using your research, explain why an eBusiness model has been used by this organisation, this should include any known plans for growth.</p> <p>Mark Scheme</p> <ul style="list-style-type: none"> 0-2 marks: <i>Demonstrates a basic understanding of why an eBusiness model has been used and any plans for growth.</i> 3 marks: <i>Demonstrates a limited understanding of why an eBusiness model has been used and any plans for growth.</i> 	10

Task	Guide	Maximum Marks
	<ul style="list-style-type: none"> • 4-5 marks: Provides an adequate understanding of why an eBusiness model has been used and any plans for growth. • 6 marks: Provides a good understanding of why an eBusiness model has been used and any plans for growth. • 7-10 marks: Provides an excellent understanding of why an eBusiness model has been used and any plans for growth. 	
6	<p>Explain how this business makes and receives payment transactions, including any strengths or weaknesses to both business and customer</p> <p>Mark Scheme</p> <ul style="list-style-type: none"> • 0-5 marks: Gives a basic explanation of how this business makes and receives payment transactions, including any strengths or weaknesses to both business and customer. • 6-7 marks: Gives a limited explanation of how this business makes and receives payment transactions, including any strengths or weaknesses to both business and customer. • 8-11 marks: Gives an adequate explanation of how this business makes and receives payment transactions, including any strengths or weaknesses to both business and customer. • 12-13 marks: Gives a good explanation of how this business makes and receives payment transactions, including any strengths or weaknesses to both business and customer. • 14-20 marks: Gives an excellent explanation of how this business makes and receives payment transactions, including any strengths or weaknesses to both business. 	<hr/> 20

Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	LO1, AC1.1, AC1.2	Yes
2	LO2, LO3, AC2.1, AC3.1, 3.AC2	Yes
3	LO6, AC6.1, 6.2	Yes
4	LO3, AC3.1, AC3.2, LO5, AC5.1, AC5.2	Yes
5	LO8, AC8.1, AC8.2	Yes
6	LO7, AC7.1, AC7.2	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
LO1: Determine what an eBusiness is	Demonstrate adequate understanding of tools and techniques	Demonstrate robust understanding of tools and techniques	Demonstrate highly comprehensive understanding of tools and techniques
LO2: Determine the main types of eBusiness	Show adequate development	Show sound and appropriate development	Show innovative and highly appropriate development
LO3: Be able to identify the main advantages and the main disadvantages of eBusiness	Demonstrate adequate and appropriate application of tools and techniques	Demonstrate sound and consistently appropriate application of tools and techniques	Demonstrate detailed and highly appropriate application of tools and techniques
LO4: Describe the importance of the eBusiness model			
LO5: Be able to identify some renowned eBusinesses	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
LO6: Be able to detail the main form and goal of eBusiness			
LO7: Be able to detail the main components of an eBusiness	Demonstrate ability to perform the task	Demonstrate ability to perform the task consistently well	Demonstrate ability to perform the task to the highest standard
LO8: Be able to describe how to set up an eBusiness			