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

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

## Developing and Implementing an eBusiness

### **SAMPLE 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 report that addresses the tasks detailed below.

To complete the assignment, you will need to choose an industry and an appropriate organisation within it to research.

### Task 1 – 20 Marks

**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. (400 words)

### Task 2 – 20 Marks

**Describe** how the business markets its products or services, number of employees, what countries it does business in. (Maximum 400 words)

### Task 3 – 10 Marks

**Outline** published goals and objectives of this business. (200 words)

### Task 4 – 20 Marks

**Describe** some of the advantages and disadvantages of this business in comparison to others offering similar products or services. (Maximum 400 words)

### Task 5 – 10 Marks

Using your research, **explain** why an eBusiness model has been used by this organisation, this should include any known plans for growth. (300 words)

### Task 6 – 20 Marks

Explain how this business makes and receives payment transactions, including any strengths or weaknesses to both business and customer. (300 words)

## Submission requirements

- You must submit a word-processed report.
- Your report should answer Tasks 1 to 6. The word count is 2,000 words (+/-10%)
- 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%?