



Unit: eBusiness

Assignment title: Established retailer adopting e-commerce

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.

Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Task 1 (LO1) – 20 Marks

- a) Analyse the main challenges the retail organisation faced in adopting a multichannel approach to its online and offline business operations. (20 marks)

| 0-5 marks | 6-7 marks | 8-11 marks | 12-13 marks | 14-20 marks |
|---|---|--|--|--|
| Basic understanding of the different business models that an e-commerce provider can adopt | Limited understanding of the different business models that an e-commerce provider can adopt | Consistent understanding of the different business models that an e-commerce provider can adopt | Critical understanding and analysis of the different business models that an e-commerce provider can adopt | Consistently critical understanding and analysis of the different business models that an e-commerce provider can adopt |
| Basic details given of what constitutes a multichannel approach and how to develop it effectively | Limited details given of what constitutes a multichannel approach and how to develop it effectively | Adequate details given of what constitutes a multichannel approach and how to develop it effectively | Sound details given of what constitutes a multichannel approach and how to develop it effectively | Comprehensive and convincing details given of what constitutes a multichannel approach and how to develop it effectively |

Task 2 (LO2) – 20 Marks

- a) Examine the range of marketing approaches and techniques that have been used by the organisation to promote its products to both existing and potential online customers, identifying THREE (3) that you believe have been particularly successful, giving your reasons for your choice. (20 marks)

| 0-5 marks | 6-7 marks | 8-11 marks | 12-13 marks | 14-20 marks |
|--|--|---|--|---|
| Basic understanding of the business-to-consumer marketing strategies that an e-commerce business can utilise | Limited understanding of the business-to-consumer marketing strategies that an e-commerce business can utilise | Consistent understanding of the business-to-consumer marketing strategies that an e-commerce business can utilise | Critical understanding and analysis of the business-to-consumer marketing strategies that an e-commerce business can utilise | Consistently critical understanding and analysis of the business-to-consumer marketing strategies that an e-commerce business can utilise |
| Basic details given of e-marketing and online advertising | Limited details given of e-marketing and online advertising | Adequate details given of the e-marketing and online advertising | Sound details given of the e-marketing and online advertising | Comprehensive and convincing details given of the e-marketing and |

| | | | | |
|--------------------|--------------------|--------------------|--------------------|---------------------------------------|
| strategies adopted | strategies adopted | strategies adopted | strategies adopted | online advertising strategies adopted |
|--------------------|--------------------|--------------------|--------------------|---------------------------------------|

Task 3 (LO3) – 20 Marks

- a) Evaluate why real time stock management is important for the organisation in adopting a multichannel strategy. (10 marks)
- b) Analyse the role of reverse logistics in your chosen organisation's supply chain, paying particular attention to how it could be used to generate value from returned goods. (10 marks)

| 0-5 marks | 6-7 marks | 8-11 marks | 12-13 marks | 14-20 marks |
|---|---|--|--|--|
| Basic understanding of the importance of effective supply chain management to an e-commerce business | Limited understanding of the importance of effective supply chain management to an e-commerce business | Consistent understanding of the importance of effective supply chain management to an e-commerce business | Critical understanding and analysis of the importance of effective supply chain management to an e-commerce business | Consistently critical understanding and analysis of the importance of effective supply chain management to an e-commerce business |
| Basic details given of the importance of real time stock management in effective supply chain management | Limited details given of the importance of real time stock management in effective supply chain management | Adequate details given of the importance of real time stock management in effective supply chain management | Sound details given of the importance of real time stock management in effective supply chain management | Comprehensive and convincing details given of the importance of real time stock management in effective supply chain management |
| Basic details given of the role of reverse logistics in effectively handling returned goods within the supply chain | Limited details given of the role of reverse logistics in effectively handling returned goods within the supply chain | Adequate details given of the role of reverse logistics in effectively handling returned goods within the supply chain | Sound details given of the role of reverse logistics in effectively handling returned goods within the supply chain | Comprehensive and convincing details given of the role of reverse logistics in effectively handling returned goods within the supply chain |

Task 4 (LO4) – 10 Marks

- a) Identify the range of both established and innovative types of online payment methods offered by your chosen organisation and discuss the importance of providing customers with a wide choice of such payment methods. (10 marks)

| 0-2 marks | 3 marks | 4-5 marks | 6 marks | 7-10 marks |
|---|---|--|---|--|
| Basic understanding of the range of online payment systems offered by e-commerce businesses to facilitate customer payments | Limited understanding of the range of online payment systems offered by e-commerce businesses to facilitate customer payments | Consistent understanding of the range of online payment systems offered by e-commerce businesses to facilitate customer payments | Critical understanding and analysis of the range of online payment systems offered by e-commerce businesses to facilitate customer payments | Consistently critical understanding and analysis of the range of online payment systems offered by e-commerce businesses to facilitate customer payments |
| Basic details given of the importance of offering customers a wide range of online payment options | Limited details given of the importance of offering customers a wide range of online payment options, | Adequate details given of the importance of offering customers a wide range of online payment options | Sound details given of the importance of offering customers a wide range of online payment options | Comprehensive and convincing details given of the importance of offering customers a wide range of online payment options |

Task 5 (LO5) – 10 Marks

- a) Using your research, evaluate the impact of any reported security breach on the organisation (or one of its competitors) in terms of the threats it posed, how effectively it was dealt with and the impact it had upon its brand and reputation. (10 marks)

| 0-2 marks | 3 marks | 4-5 marks | 6 marks | 7-10 marks |
|--|--|---|--|---|
| Basic understanding of the cyber security threats posed to e-commerce businesses and their customers | Limited understanding of the cyber security threats posed to e-commerce businesses and their customers | Consistent understanding of the cyber security threats posed to e-commerce businesses and their customers | Critical understanding and analysis of the cyber security threats posed to e-commerce businesses and their customers | Consistently critical understanding and analysis of the cyber security threats posed to e-commerce businesses and their customers |

| | | | | |
|--|--|---|--|---|
| Basic details given of the nature of a security breach, the way in which it was addressed and the impact upon the business | Limited details given of the nature of a security breach, the way in which it was addressed and the impact upon the business | Adequate details given of the nature of a security breach, the way in which it was addressed and the impact upon the business | Sound details given of the nature of a security breach, the way in which it was addressed and the impact upon the business | Comprehensive and convincing details given of the nature of a security breach, the way in which it was addressed and the impact upon the business |
|--|--|---|--|---|

Task 6 (LO6) – 20 Marks

- a) Using your research, identify the key objectives of the organisation’s overall e-commerce strategy and discuss how effective it has been in achieving these. (10 marks)
- b) Discuss why it is important that the organisation’s e-commerce site is both feature-rich and easy to use, giving THREE (3) examples of how it has achieved these objectives. (10 marks)

| 0-5 marks | 6-7 marks | 8-11 marks | 13-13 marks | 14-20 marks |
|---|---|--|---|--|
| Basic understanding of how to identify the key objectives for an e-commerce strategy | Limited understanding of how to identify the key objectives for an e-commerce strategy | Consistent understanding of how to identify the key objectives for an e-commerce strategy | Critical understanding and analysis of how to identify the key objectives for an e-commerce strategy | Consistently critical understanding and analysis of how to identify the key objectives for an e-commerce strategy |
| Basic details given of the key business objectives of the e-commerce provider and the ways in which these can be measured | Limited details given of the key business objectives of the e-commerce provider and the ways in which these can be measured | Adequate details given of the key business objectives of the e-commerce provider and the ways in which these can be measured | Sound details given of the key business objectives of the e-commerce provider and the ways in which these can be measured | Comprehensive and convincing details given of the key business objectives of the e-commerce provider and the ways in which these can be measured |
| Basic details given of the importance of effective site design and layout to ensure | Limited details given of the importance of effective site design and layout to ensure | Adequate details given of the importance of effective site design and layout to ensure | Sound details given of the importance of effective site design and layout to ensure | Comprehensive and convincing details given of the importance of effective site design and layout |

| | | | | |
|--|--|--|--|--|
| usability of the e-commerce site for a wide range of customers | usability of the e-commerce site for a wide range of customers | usability of the e-commerce site for a wide range of customers | usability of the e-commerce site for a wide range of customers | to ensure usability of the e-commerce site for a wide range of customers |
|--|--|--|--|--|

Note to markers

Please take appropriate action for any malpractice (plagiarism, collusion, referencing issues etc.) discovered as per the *AQ_28-a01_Academic Misconduct Policy* document. Please also complete and submit the *Malpractice Declaration Form*.

Learning Outcomes matrix

| Task | Learning Outcomes assessed | Marker can differentiate between varying levels of achievement |
|------|----------------------------|--|
| 1 | 1 | Yes |
| 2 | 2 | Yes |
| 3 | 3 | Yes |
| 4 | 4 | Yes |
| 5 | 5 | Yes |
| 6 | 6 | Yes |

Grade descriptors

| Learning Outcome | Fail | Referral | Pass | Merit | Distinction |
|---|---|---|--|--|---|
| Analyse eCommerce business models | Provides basic interpretation and evaluation of relevant information and ideas to address problems that are well defined but non-routine. | Provides limited interpretation and evaluation of relevant information and ideas to address problems that are well defined but non-routine. | Provides consistent interpretation and evaluation of relevant information and ideas to address problems that are well defined but non-routine. | Provides critical interpretation and evaluation of relevant information and ideas to address problems that are well defined but non-routine. | Provides consistently critical interpretation and evaluation of relevant information and ideas to address problems that are well defined but non-routine. |
| Analyse eCommerce business-to-consumer strategies | Demonstrates basic ability to review the effectiveness and appropriateness of actions methods and results | Demonstrates limited ability to review the effectiveness and appropriateness of actions methods and results | Demonstrates adequate ability to review the effectiveness and appropriateness of actions methods and results | Demonstrates sound ability to review the effectiveness and appropriateness of actions methods and results | Demonstrates comprehensive ability to review the effectiveness and appropriateness of actions methods and results |
| Analyse eCommerce business-to-business strategies | Has basic awareness of different perspectives or approaches within the area of study | Has limited awareness of different perspectives or approaches within the area of study | Has adequate awareness of different perspectives or approaches within the area of study | Has sound, informed awareness of different perspectives or approaches within the area of study | Has comprehensive, well-informed awareness of different perspectives or approaches within the area of study |
| Evaluate various forms of online marketplace | Provides basic interpretation and evaluation of relevant information and ideas to address problems that | Provides limited interpretation and evaluation of relevant information and ideas to address problems that | Provides consistent interpretation and evaluation of relevant information and ideas to address problems that | Provides critical interpretation and evaluation of relevant information and ideas to address problems that | Provides consistently critical interpretation and evaluation of relevant information and ideas to address |

| | | | | | |
|--|--|--|---|--|---|
| | are well defined but non-routine. | are well defined but non-routine. | are well defined but non-routine. | are well defined but non-routine. | problems that are well defined but non-routine. |
| Examine the security threats posed to eCommerce users | Can basically identify, adapt and use appropriate skills, methods and procedures to reach basic solutions. | In a limited way, can identify, adapt and use appropriate skills, methods and procedures to reach limited solutions. | Can adequately Identify, adapt and use appropriate skills, methods and procedures to reach appropriate solutions. | Can soundly identify, adapt and use appropriate skills, methods and procedures to reach supported and appropriate solutions. | Can coherently identify, adapt and use appropriate skills, methods and procedures to reach well supported and highly appropriate solutions. |
| Understand how to plan eCommerce strategies | Use basic research to inform basic actions/ conclusions | Use limited research to inform limited actions/ conclusions | Use appropriate research to inform actions/ conclusions | Use detailed research to inform actions/ conclusions | Use thorough and detailed research to inform well supported actions |