



Rewarding Learning

**ADVANCED SUBSIDIARY (AS)
General Certificate of Education
2014**

Applied Business

Assessment Unit AS 4

assessing

E-Commerce

[A3B41]

TUESDAY 3 JUNE, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are published to assist teachers and students in their preparation for examinations. Through the mark schemes teachers and students will be able to see what examiners are looking for in response to questions and exactly where the marks have been awarded. The publishing of the mark schemes may help to show that examiners are not concerned about finding out what a student does not know but rather with rewarding students for what they do know.

The Purpose of Mark Schemes

Examination papers are set and revised by teams of examiners and revisers appointed by the Council. The teams of examiners and revisers include experienced teachers who are familiar with the level and standards expected of students in schools and colleges.

The job of the examiners is to set the questions and the mark schemes; and the job of the revisers is to review the questions and mark schemes commenting on a large range of issues about which they must be satisfied before the question papers and mark schemes are finalised.

The questions and the mark schemes are developed in association with each other so that the issues of differentiation and positive achievement can be addressed right from the start. Mark schemes, therefore, are regarded as part of an integral process which begins with the setting of questions and ends with the marking of the examination.

The main purpose of the mark scheme is to provide a uniform basis for the marking process so that all the markers are following exactly the same instructions and making the same judgements in so far as this is possible. Before marking begins a standardising meeting is held where all the markers are briefed using the mark scheme and samples of the students' work in the form of scripts. Consideration is also given at this stage to any comments on the operational papers received from teachers and their organisations. During this meeting, and up to and including the end of the marking, there is provision for amendments to be made to the mark scheme. What is published represents this final form of the mark scheme.

It is important to recognise that in some cases there may well be other correct responses which are equally acceptable to those published: the mark scheme can only cover those responses which emerged in the examination. There may also be instances where certain judgements may have to be left to the experience of the examiner, for example, where there is no absolute correct response – all teachers will be familiar with making such judgements.

1 Explain the term ‘Business-to-Consumer’ (B2C) and state one example of how this might apply to Exploris.

- A business model whereby a business buys/sells products/services to the final consumer.
- Example: Exploris may use the website to provide information to users/consumers regarding aquarium facilities, opening hours, animal rescue, educational purposes, podcasts, website tours etc. [4]

Marking: [2] for explanation; [2] for application.

2 Explain the following terms and analyse one way in which each one could make the Exploris website more effective:

- **Harmony:**
It is important the website is in harmony with the corporate image and is well presented (e.g. appropriate colour scheme (blue/aqua), logo, pictures (seals/animals), evidence that security of online users is considered, e.g. padlock); such issues will ensure the organisation has an effective corporate presence; encourage users to visit the website frequently; enhance the visitor experience; encourage the adoption of greater levels of e-commerce activity.
- **Fast Access:**
It is important that the site enables fast access by users (e.g. hyperlinks to other pages/sites operate quickly, images/photographs/podcasts load quickly, order forms are available, podcasts/webcams work effectively, education tours/bookings can be accommodated and any payments processed securely/quickly, browser compatibility); this will be aimed at enhancing the visitor experience in terms of repeat visits to the website; it could encourage online visitors to visit the premises;
- **Extranet:**
A computer network that allows controlled access from the outside, for specific business or educational purposes. In relation to Exploris, this might involve its servers communicating with previously unknown users, e.g. private individuals, schools, other animal welfare organisations, local tourist organisations; this is aimed at enhancing the visitor experience; encourage visitors to the facility; improve awareness of the facility;

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	AO1 Knowledge and Understanding	AO2 Application	AO3 Analysis
Level 2	2–3 marks Candidate demonstrates a satisfactory understanding of the terms harmony, fast access and extranet. Candidate makes adequate use of specialist vocabulary when it is appropriate.	2–3 marks Candidate demonstrates a satisfactory attempt to apply knowledge.	2–3 marks Candidate shows a satisfactory attempt to analyse the key terms.
Level 1	1 mark Candidate demonstrates a limited understanding of the terms harmony, fast access and extranet. Candidate makes some use of specialist vocabulary when it is appropriate.	1 mark Candidate attempts to apply limited knowledge.	1 mark Candidate shows a limited attempt to analyse the key terms.
Level 0	0 marks Candidate demonstrates no understanding of the terms harmony, fast access and extranet. Candidate makes no use of specialist vocabulary when it is appropriate.	0 marks Candidate does not attempt to apply knowledge.	0 marks Candidate shows no attempt to analyse the key terms.

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3 Explain two ways in which the management team could use each of the following:

Market Research:

- Exploris could gain feedback from customers regarding facilities available, opening hours, disabled facilities, animal welfare – this would enable them to effectively target resources and manage operations efficiently, particularly during the summer months (it could target parents/guardians/school trips and other professionals responsible for care of children to encourage visits);
- Exploris could encourage customers/visitors to donate towards the upkeep costs of the animals kept, e.g. seal sanctuary – it could target charity campaigns at adults or young people (i.e. on the basis of age, gender or wealth) with bank accounts in order to collect funds online;
- Employees: updates.

Email Newsletter:

- Exploris could use the email newsletter to update customers/visitors on forthcoming attractions, animal names etc., to promote the facilities and encourage repeat visits – this could be done using email addresses of visitors;
- Exploris could use the email newsletter to inform customers/visitors on the welfare of the animals kept at the facility, e.g. seal sanctuary; it could also use the email newsletters to hold competitions, quizzes, or encourage feedback from customers/visitors;

Advertising:

- Exploris could use advertising to ensure greater awareness of the facilities/ services available – this would enable them to increase donations/revenues/ income;
- Advertising would also alert the public to the rescue facility/nature of the work for the benefit of animal welfare;
- The aim of the above would be to increase awareness of Exploris generally, increase income and visitor numbers and improve visitor experiences.

	AO1 Knowledge and Understanding	AO2 Application
Level 3	4–6 marks Candidate demonstrates a competent understanding of the terms Market Research, Email Newsletter and Advertising. Candidate makes adequate use of specialist vocabulary when it is appropriate.	4–6 marks Candidate attempts to apply knowledge competently.
Level 2	2–3 marks Candidate demonstrates a satisfactory understanding of the terms Market Research, Email Newsletter and Advertising. Candidate makes adequate use of specialist vocabulary when it is appropriate.	2–3 marks Candidate attempts to apply knowledge satisfactorily.
Level 1	1 mark Candidate demonstrates limited understanding of the terms Market Research, Email Newsletter and Advertising. Candidate makes some use of specialist vocabulary when it is appropriate.	1 mark Candidate attempts to apply limited knowledge.
Level 0	0 marks Candidate demonstrates no understanding of the terms Market Research, Email Newsletter and Advertising. Candidate makes no use of specialist vocabulary when it is appropriate.	0 marks Candidate does not attempt to apply knowledge

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4 Analyse three ways in which Exploris can protect its intellectual property rights. Unless otherwise stated, the rights in all material on the Exploris website are owned by Exploris.

Users are permitted only to print and download extracts from the site on the understanding that:

- Use of documents and related graphics on this site is for information and/or personal use only;
- Any copies (text/images/podcasts etc) of the Exploris website may be saved to disk or to any other storage medium; if so, they may only be used for subsequent viewing purposes or to print extracts for personal use;
- No documents or related graphics on the Exploris website are to be modified in any way; images/graphics on this site are not to be used separately from the accompanying text; the Exploris copyright notice (i.e. © symbol is likely to appear in all copies or trademark (TM));
- No part of the Exploris website may be reproduced or stored in any other website or included in any public or private electronic retrieval system or service without the prior written permission of Exploris management team;
- No unauthorised display or use may be made of the name or logo of Exploris without the prior written permission from the Exploris management team;
- Any rights not expressly granted;
- Other; Design Rights; Patents; Trademarks.

	AO1 Knowledge and Understanding	AO2 Application	AO3 Analysis
Level 3	4–5 marks Candidate demonstrates a competent understanding of how intellectual property can be protected. Candidate makes adequate use of specialist vocabulary when it is appropriate.	4–5 marks Candidate attempts to apply competent knowledge.	4–5 marks Candidate shows a competent attempt to analyse the ways in which intellectual property might be protected.
Level 2	2–3 marks Candidate demonstrates a satisfactory understanding of how intellectual property can be protected. Candidate makes adequate use of specialist vocabulary when it is appropriate.	2–3 marks Candidate attempts to apply satisfactory knowledge.	2–3 marks Candidate shows an satisfactory attempt to analyse the ways in which intellectual property might be protected.

Level 1	1 mark Candidate demonstrates limited understanding of how intellectual property can be protected. Candidate makes some use of specialist vocabulary when it is appropriate.	1 mark Limited attempt to apply some knowledge.	1 mark Candidate shows a limited attempt to analyse the ways in which intellectual property might be protected.
Level 0	0 marks Candidate demonstrates no understanding of how intellectual property can be protected. Candidate makes no use of specialist vocabulary when it is appropriate.	0 marks Candidate does not attempt to apply knowledge.	0 marks Candidate shows no attempt to analyse the ways in which intellectual property might be protected.

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5 Evaluate five barriers to e-commerce which might prevent the management team at Exploris from adopting an online ticketing system or selling gift shop items online.

- **Cost of Technology:** E-Commerce facilities cannot operate without the required backup systems/technology in place – the management team at Exploris may not have sufficient funding/resources to have this in place and/or maintain it; high connectivity costs minimises the use of the Internet by the population, thus they will be excluded and this may present a barrier to current users of the Exploris website;
- **Fear of Technology:** potential users of the Exploris website might fear the use of updated technology (e.g. webcams, podcasts) and commonly referred to as ‘technophobes’; such a phobia will act as a barrier to the use of Internet generally, but may well limit the accessibility of users to the Exploris website;
- **Security:** trust/reliability and security of financial transactions are important elements in an E-Commerce transaction involving the use of the Internet; security measures that could be taken to improve security include use of passwords, on-screen indicators (e.g. padlock) and ‘secure’ websites; lax security arrangements related to the Exploris website may act as a barrier to E-commerce – this might prohibit the use of it in relation to ticketing system/online shopping;
- **Speed of Connection:** analogue connections are slow/unreliable; thus may act as a deterrent to the use of E-Commerce; this might be less of an issue in the modern age, as digital technology becomes available; nonetheless, slow Internet connection speeds related to the Exploris website might well act as a barrier;
- **Complexity of Technology:** some people can find the technology complicated to use (e.g. webcam, podcast, booking facilities), which might apply to the design of publicly available websites; it is important that the Exploris website is relatively simple/easy to use, and does not act as a barrier in this respect.

	AO1 Knowledge and Understanding	AO2 Application	AO3 Analysis	AO4 Evaluation
Level 3	4–5 marks Candidate demonstrates a competent understanding of the barriers to e-commerce/online trading. Candidate makes good use of specialist vocabulary when it is appropriate.	4–5 marks Candidate applies competent knowledge effectively.	4–5 marks Candidate competently analyses the barriers to e-commerce/online trading.	4–5 marks Candidate gives a competent evaluation of the barriers to e-commerce/online trading. Candidate demonstrates good spelling, punctuation and grammar. The meaning of the text is clear. The candidate has consistently used a form and

				style of writing appropriate to the purpose of the question. Answer is organised in a clear and coherent manner.
Level 2	2–3 marks Candidate demonstrates a satisfactory understanding of the barriers to e-commerce/online trading. Candidate makes adequate use of specialist vocabulary when it is appropriate.	2–3 marks Candidate satisfactorily attempts to apply reasonable knowledge.	2–3 marks Candidate shows a satisfactory attempt to analyse the barriers to e-commerce/online trading.	2–3 marks Candidate gives a satisfactory evaluation of the barriers to e-commerce/online trading. Candidate demonstrates satisfactory spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the purpose of the question. Answer is organised in a satisfactory manner.
Level 1	1 mark Candidate demonstrates limited understanding of the barriers to e-commerce/online trading. Candidate makes some use of specialist vocabulary when it is appropriate.	1 mark Limited attempt to apply some knowledge.	1 mark Candidate shows limited attempt to analyse the barriers to e-commerce/online trading.	1 mark Limited attempt of evaluation of the barriers to e-commerce/online trading. Candidate makes limited use of spelling, punctuation and grammar. The meaning of the text is not always clear.

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				The candidate demonstrates a limited form and style appropriate to the purpose of the question. The organisation of the answer is limited.
Level 0	0 marks Candidate demonstrates no understanding of the barriers to e-commerce/online trading. Candidate makes no use of specialist vocabulary when it is appropriate.	0 marks Candidate does not attempt to apply knowledge.	0 marks Candidate shows no attempt to analyse the barriers to e-commerce/online trading.	0 marks Candidate makes no attempt to evaluate the barriers to e-commerce/online trading.

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- 6 Evaluate five possible benefits of e-commerce for customers of Exploris.
- Customers can enquire about facilities from anywhere, i.e. comfort of own home; office; local libraries; Internet café;
 - Customers/visitors can view the podcasts; take a virtual tour of the facilities; use webcam to view facilities;
 - Customers can keep up to date with the latest news/developments at the facility;
 - 24/7 availability of website, to facilitate browsing from customers located in different time zones;
 - Customers can find out general information about facilities on-site, i.e. shop, café;
 - Customers can use the ‘contact us’ facility to make enquiries.

	AO1 Knowledge and Understanding	AO2 Application	AO3 Analysis	AO4 Evaluation
Level 3	4–5 marks Candidate demonstrates a competent understanding of the benefits of e-commerce for customers of Exploris. Candidate makes competent use of specialist vocabulary when it is appropriate.	4–5 marks Candidate applies competent knowledge effectively.	4–5 marks Candidate competently analyses the benefits of e-commerce for customers of Exploris.	4–5 marks Candidate gives a competent evaluation of the benefits of e-commerce for customers of Exploris. Candidate demonstrates good spelling, punctuation and grammar. The meaning of the text is clear. Competent use of a form and style of writing appropriate to the purpose of the question. Answer is organised competently.
Level 2	2–3 marks Candidate demonstrates a satisfactory understanding of the benefits of e-commerce for customers of Exploris.	2–3 marks Candidate satisfactorily attempts to apply knowledge.	2–3 marks Candidate shows a satisfactory attempt to analyse the benefits of e-commerce for customers of Exploris.	2–3 marks Candidate gives a satisfactory evaluation of the benefits of e-commerce for customers of Exploris.

	Candidate makes satisfactory use of specialist vocabulary when it is appropriate.			Candidate demonstrates satisfactory spelling, punctuation and grammar. The meaning of the text is clear most of the time. The candidate demonstrates a satisfactory level of writing, form and style appropriate to the purpose of the question. Answer is organised in a satisfactory manner.
Level 1	1 mark Candidate demonstrates limited understanding of the benefits of e-commerce for customers of Exploris. Candidate makes limited use of specialist vocabulary when it is appropriate.	1 mark Limited attempt to apply some knowledge.	1 mark Candidate shows limited attempt to analyse the benefits of e-commerce for customers of Exploris.	1 mark Limited attempt at evaluation of the benefits of e-commerce for customers of Exploris. Candidate makes limited use of spelling, punctuation and grammar. The meaning of the text is not always clear. The candidate demonstrates a limited form and style appropriate to the purpose of the question. The organisation of the answer is limited.
Level 0	0 marks Candidate demonstrates no understanding of the benefits of e-commerce	0 marks Candidate does not attempt to apply knowledge.	0 marks Candidate shows no attempt to analyse the benefits of e-commerce for	0 marks Candidate makes no attempt to evaluate the benefits of e-commerce for

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	for customers of Exploris. Candidate makes no use of specialist vocabulary when it is appropriate.		customers of Exploris.	customers of Exploris.
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Total

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