



*Rewarding Learning*

**General Certificate of Secondary Education  
2023**

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## **Business and Communication Systems**

**Unit 3:**

**Developing Digital Solutions**

**[GSY31]**

**VALID FROM SEPTEMBER 2022–FINAL SUBMISSION MAY 2025**

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# **MARK SCHEME**

50 marks are allocated to this controlled assessment. This controlled assessment will be marked holistically according to the following criteria.

**AVAILABLE  
MARKS**

**Task 1 – Project Plan**

(a)

Levels of Response	Description	Mark
0	Candidate's answer is not worthy of credit	[0]
1	Candidate demonstrates limited success in planning the project Limited Gantt chart used with no changes to the plan	[1]
2	Candidate demonstrates satisfactory success in planning the project Satisfactory Gantt chart used with changes to the plan	[2]–[3]
3	Candidate demonstrates good success in planning the project Good Gantt chart with all tasks planned and timed All changes to plan identified and altered	[4]–[5]

(b)

0	Candidate's answer is not worthy of credit	[0]
1	Candidate demonstrates limited research into website design Candidate shows limited evidence of good and bad website features	[1]
2	Candidate demonstrates satisfactory research into website design Candidate shows satisfactory evidence of good and bad website features	[2]
3	Candidate demonstrates good research into website design Candidate shows good evidence of good and bad website features	[3]–[4]

(c)

Appropriate bibliography completed with all sources reference	[1]
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## Task 2 – ICT Application

AVAILABLE  
MARKS

(a)

Levels of Response	Description	Mark
0	Candidate's answer is not worthy of credit	[0]
1	Candidate produces a limited digital storyboard with limited design detail	[1]
2	Candidate produces a satisfactory digital storyboard with satisfactory design detail	[2]
3	Candidate produces a good digital storyboard with good design detail	[3]–[4]

(b)

	Candidate produces no navigation structure for the website, or a navigation structure not worthy of credit	[0]
	Candidate produces a limited navigation structure for the website	[1]
	Candidate produces a clear navigation structure for the website	[2]

(c)

0	Candidate's answer is not worthy of credit	[0]
1	Candidate produces a limited website which matches their storyboard. Candidate has made limited use of appropriate backgrounds, text, fonts, styles, sizing, graphics and hyperlinks. Candidate has made limited use of features to enhance the website.	[1]–[4]
2	Candidate produces a satisfactory website which matches their storyboard. Candidate has mostly used appropriate backgrounds, text, fonts, styles, sizing, graphics and hyperlinks. Candidate has made satisfactory use of at least five other additional features and produced a website, which if fit for purpose.	[5]–[10]
3	Candidate produces a five/six page website which matches their storyboard. Candidate has used appropriate backgrounds, fonts, text, styles, sizing, graphics and hyperlinks. Candidate has made good use of at least five other additional features and produced a website, which is fit for purpose.	[11]–[15]

(d)

0	Candidate's answer is not worthy of credit	[0]
1	Candidate has identified limited costs associated with setting up a website with no/limited explanation what costs are for	[1]
2	Candidate has identified some of the costs associated with setting up a website with satisfactory explanation what costs are for	[2]
3	Candidate has identified all of the costs associated with setting up a website with good explanation what costs are for	[3]–[4]

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**Task 3 – Evaluation**

(a)

Levels of Response	Description	Mark
1	Candidate demonstrates limited success in evaluating their design choices for the website. Candidate demonstrates limited success in evaluating their own website and performance. Recommendations are unrealistic. Candidate demonstrates limited spelling, punctuation and grammar. The meaning of the text is clear some of the time. The candidate demonstrates a limited level of writing, form and style appropriate to the purpose of the question. The organisation of the work is limited.	[1]–[4]
2	Candidate satisfactorily evaluates their design choices for the website. Candidate completes a satisfactory evaluation of their own website and performance. Recommendations are mostly realistic. Candidate demonstrates satisfactorily 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. The organisation of the work is satisfactory.	[5]–[10]
3	Candidate clearly evaluates their design choices for the website. Candidate completes a good comprehensive evaluation of their own website and performance. Recommendations are always realistic. Candidate demonstrates good spelling, punctuation and grammar. The meaning of the text is always clear. The candidate demonstrates a good level of writing, form and style appropriate to the purpose of the question. The organisation of the work is good.	[11]–[15]

**Total**

**AVAILABLE MARKS**

15

**50**