

**NCC EDUCATION**  
**INTERNATIONAL DIPLOMA**  
**IN**  
**COMPUTER STUDIES**  
**E-COMMERCE**  
**SEPTEMBER 2008**

**MARKING SCHEME**

Markers are advised that unless a Task **specifically states** that an answer is demanded 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 textbook 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 that will provide a valid answer.

The candidates' scripts 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.**

**Notice to Markers**

**Where markers award half marks in any part of a question they should ensure that the total mark recorded for a question is a whole mark.**

## Marking Scheme

Task		Guide	Maximum Marks
1	Web based research	<ul style="list-style-type: none"> <li>Notes on relevant e-commerce sites.</li> <li>Effective use of bookmarks.</li> </ul>	3 3 <hr/> 6
2	Project plan	<ul style="list-style-type: none"> <li>Plan containing all necessary information.</li> <li>Estimates of time are sensible.</li> </ul>	3 3 <hr/> 6
3	Presentation of outline plans	<ul style="list-style-type: none"> <li>Clear indication of services to be provided.</li> <li>Target audiences clearly identified.</li> <li>Good summary of potential benefits.</li> <li>Clearly identifies how existing procedures could be streamlined.</li> <li>Indicates how level of customer service could be improved.</li> <li>Clear, concise handouts.</li> </ul>	5 4 4 4 3 3 <hr/> 23
4	Payment options	<ul style="list-style-type: none"> <li>Range of potential payment options clearly described.</li> <li>Sensible recommendations for most suitable options.</li> <li>Reasons for choice clearly stated.</li> </ul>	8 4 5 <hr/> 17
5	Marketing plan	<ul style="list-style-type: none"> <li>Recognises customers include both purchasers of tickets and resellers of secondary market tickets.</li> <li>Sensible choice for online activities.</li> <li>Understanding of offline marketing requirements.</li> <li>Plan adds value to existing marketing activities.</li> <li>Sensible use of customer data to underpin future marketing activities.</li> </ul>	4 5 4 4 5 <hr/> 22
6	Choice of domain name	<ul style="list-style-type: none"> <li>Three good choices for potential domain names (1 mark for each).</li> <li>Sensible domain name that is appropriate for the new e-commerce business, and is not already in use.</li> <li>Sound reasoning behind benefits it will deliver.</li> <li>Three correct reasons for importance of a domain name (1 mark for each).</li> </ul>	3 3 3 3 <hr/> 12
7	Privacy Statement	<ul style="list-style-type: none"> <li>Statement well written and clear.</li> <li>States how personal customer information will be collected.</li> <li>States how personal customer information will be used.</li> <li>Indicates how opt in/opt out options operate.</li> </ul>	3 4 4 3 <hr/> 14
<b>Total 100 Marks</b>			