

**NCC EDUCATION**

**INTERNATIONAL DIPLOMA**  
**IN**  
**BUSINESS**

**E-COMMERCE**

**JUNE 2007**

**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>	4 3 <hr/> 7
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	Site map	<ul style="list-style-type: none"> <li>Good overall image of the site</li> <li>Sensible structure</li> <li>Good navigational aspects</li> </ul>	5 5 5 <hr/> 15
4	Domain name	<ul style="list-style-type: none"> <li>Sensible domain name that is appropriate for the new e-commerce business</li> <li>Sound reasoning behind benefits it will deliver</li> <li>Four correct reasons for importance of a domain name (1 point for each)</li> </ul>	4 4 4 <hr/> 12
5	Marketing plan	<ul style="list-style-type: none"> <li>Plan takes account of need to launch the site successfully</li> <li>Sensible choice for online activities</li> <li>Good overall mix of marketing activities</li> <li>Understanding of offline marketing requirements</li> <li>Clear understanding of need to integrate existing customer database in marketing plan</li> <li>Plan is financially sensible</li> </ul>	5 4 4 4 5 3 <hr/> 25
6	Security Considerations	<ul style="list-style-type: none"> <li>Good appreciation of potential threats</li> <li>Effective recommendation for secure payment systems</li> <li>Effective recommendation for securing the site content</li> </ul>	5 5 5 <hr/> 15
7	Delivery and Returns Policy	<ul style="list-style-type: none"> <li>Clear indication of how and where deliveries will be made</li> <li>Cost of deliveries clearly stated</li> <li>Clear indication of how availability of products will be confirmed to the customer</li> <li>Returns policy is practical, achievable and clearly stated</li> </ul>	4 4 4 8 <hr/> 20
			<b>Total 100 Marks</b>