

**NCC EDUCATION**  
**INTERNATIONAL DIPLOMA**  
**IN**  
**BUSINESS**  
**E-COMMERCE**  
**DECEMBER 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 partial 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>Notes on domain names used</li> <li>Effective use of bookmarks</li> </ul>	3 2 2 <hr/> 7
2	Project plan	<ul style="list-style-type: none"> <li>Plan containing all necessary information</li> <li>Sensible estimates of time</li> </ul>	3 2 <hr/> 5
3	Site map	<ul style="list-style-type: none"> <li>Sensible and logical structure</li> <li>Good navigational aspects</li> <li>Provides users with the ability to locate artwork of their choice</li> </ul>	5 5 5 <hr/> 15
4	Preparation of marketing plan	<ul style="list-style-type: none"> <li>Good overall mix of marketing activities</li> <li>Sensible approach to online marketing activities</li> <li>Understanding of offline marketing requirements</li> <li>Plan addresses both existing and new customers</li> <li>Effective use of visitor information to support marketing activities</li> </ul>	5 4 4 5 4 <hr/> 22
5	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>Four correct reasons for importance of a domain name (1 mark for each)</li> </ul>	3 3 4 4 <hr/> 14
6	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>Returns policy is practical, achievable and clearly stated</li> </ul>	4 4 8 <hr/> 16
7	Presentation to local artists	<ul style="list-style-type: none"> <li>Clear indication of the range of services the site will provide</li> <li>Requirement for this type of e-commerce site explained</li> <li>Target audience for the site identified</li> <li>Potential benefits of involvement for local artists clearly identified</li> </ul>	6 4 4 7 <hr/> 21
			<b>Total 100 Marks</b>