

# Examiners' Report/ Principal Examiner Feedback

January 2010

GCE

GCE Applied Business (6919) Paper 01

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## PM Report on coursework paper 6919/01 - Investigating Electronic Business - January 2010

### General Comments

To successfully achieve this unit, learners need to demonstrate an appropriate level of understanding and application of knowledge across the full range and scope of the unit outcomes, in particular the unit assessment outcomes/criteria, the specific AO's, and the mark band (MB) distributions. In as much as learners need to show a clear understanding of the subject and the practical application of the unit requirements from a balanced contribution across the four knowledge/applications strands, the related AO's and marking criteria bands.

Therefore, in relation to the Unit learners should:

- Show knowledge and understanding of a range of business situations and web based concepts.
- Be aware of relevant and up-to-date information from a range of sources in relation to an online presence.
- Use adequate techniques and methods on the collection of information, analysis and design of a business web site.
- Be awareness of the issues, problems or opportunities of website/online presence.
- Be able to prioritise evidence and arguments
- Show judgement in the selection and presentation of findings
- Present additional examples and appropriate materials in support of a conclusions
- Demonstrate the application of techniques and methods in the design and building of a website in an appropriate business context.
- Evaluate the business context and is aware of the issues, problems or opportunities poses by a web presence.

Work sampled indicated a much improved selection of appropriate websites, with a sound explanation of the features and purpose of the sites, with a more detailed analysis of each site's functionality in support of the business achieving its objectives (for AO1/2). Overall, better business/site examples were included to demonstrate the linkage between the website and the business objectives however, the level of evaluation on how a business can use a web presence to meet its objectives was still limited for MB3.

The assessment of strand (a) is generally good with assessors ensuring, clear evidence of analysis of what and how a business can use a web presence to meet its objectives being included to gain marks. More evaluation and related examples needs to be included to show how businesses set objectives are met for MB3.

For MB3 strands (b) and (c) more consideration of the widening legislation and the on going costs of maintenance, training and updating expenses should be included, with appropriate examples.

For the design and operation of a website strand (d), evidence of navigation, examples of images, clips, page linkage and content outlines to support the construction of the and the assessors confirm the operation of the site, this could be tutor witness statements and/or comments, signed screen/output documents and observation material.

### **Authentication**

Strand (d) MB2 & MB3, centres should include evidence to confirm originality of learner work, especially in relation to the website functionality and appropriateness for the business and user. The use of witness statement, tutor comments, observation checklist and signed screen/output documents should present in the material.

### **Enhancing Assessment**

For strand (a), centres should ensure, clear evidence of the analysis of what and how a business can use a web presence to meet its objectives should be included as well as an evaluation with examples of how these businesses set objectives are met for MB3 (a).

For strand (b and c) detailed analysis and consideration of factors should be included. Candidates should be encouraged to explore and evaluate the influences on using a website and include appropriate examples.

For the design and operation of a website Strand (d), candidates should be encouraged to provide a working example of their designed website to achieve higher marks in MB3. Therefore, authenticated evidence/statements to support its construction and functionality should be included by tutors.

## Grade Boundaries - January 2010

6919	Total	A	B	C	D	E
Raw Mark	60	49	43	38	28	23
UMS	100	80	70	60	50	40

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