

Examiner's Report

January 2010

GCE

GCE Applied ICT 6963 Paper 01

Web Management

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Overall Comments

Important information

This specification has been updated and ALL candidates will be assessed on the updated version from SUMMER 2010. This version which has a blue cover and has been sent out to centres, many centres have attended the free inset sessions.

Moderated Units

Assessment Issues

Candidates need to supply explicit evidence to support their achievement of the criteria in the various marking grids. It is easier to confirm marks if the evidence is easy to find and supplied in an explicit form.

Assessors must use the e-sheets as an opportunity to explain why they have awarded marks, there are two advantages to this for the centre. If the moderator can see why and where marks are awarded it is easier to agree with the centre marks, secondly if the centre marks cannot be agreed then the moderator can give better guidance to help future assessment.

A number of centres still do not meet deadlines for submitting work to the moderators; the deadlines are published in advance and must be kept unless special permission has been obtained in advance from Edexcel. Permission will only be granted in exceptional circumstances. Centres who miss the deadline risk having the results delayed or the candidates recorded as absent.

Each unit must be on a separate CD, even if sent to the same moderator. Each unit will be forwarded to different principal moderators for monitoring and auditing purposes.

Unit 13: Web Management (6963)

General Comments

Most of the eportfolios submitted were in the correct file format, easy to navigate and accompanied by e-record sheets that indicated the reason for the assessment decisions. Centre Authentication Sheets were either supplied using the Edexcel on-line form or in hard copy. The general administration of the samples was exemplar with only a very small amount of centres submitted.

The majority of the web sites produced dealt with eMarketing, but it was disappointing to see centres that continued to supply eCommerce sites. The sites produced continued to sell fictitious products and offer discounts or a prize. Sites of this nature are not accounting for legal constraints. eCommerce sites are not to be encouraged due to legal implications for the centres and students concerned. This message has been clear and repeated in every Chief Examiners report since the inception of the course.

The majority of the centres used a suitable scenario and produce some near professional quality sites using effective tasks. However, despite such a small numbers of centres submitting in this window structured evidence could still be found that did not allow the candidate the opportunity to meet all evidence required for all strands across all the mark bands.

Comments on strand (A) Web Hosting and upload of files

Web Hosting service features were generally well discussed but the need for web hosting was barely mentioned in the majority of the samples seen. The client's needs were not often identified so the candidates could not justify the choice of provider to access top marks in mark band two and above.

Evidence of testing the files once published was varied with several candidates applying detailed and effective tests. This was much improved, but weak evidence was still found where the only tests involved checking links.

Comments on strand (B) Promoting the website

This was by far the weakest strand evidence submitted.

With such a small number of centres submitting, it was disappointing to see that this strand was evidenced using a structured approach. Candidates were asked to discuss and describe facilities that were not relevant to the strand, wasting valuable time and effort.

Similar non-standard strategies, such a web windows, appeared across whole cohorts while some of the standard strategies identified in the specification were not seen. The order that the strategies appeared was often identical, further supporting the assumption that the candidates did not act independently to investigate this strand.

Some centres still authenticated evidence that purported success beyond the wildest imagination. For example, it is inconceivable that the introduction of Meta Tags would result in an increase of hundreds of thousands of hits. Centres continuing to

present extraneous hit statistics will be asked to provide control panel passwords to the moderator in order that the statistics can be verified.

Comments on strand (C) Capturing visitor information

The continuing trend of using data capture facilities based on the web often produced high quality eMarketing solutions that were well discussed. The majority of candidates provided sufficient explanations and descriptions to demonstrate a high degree of understanding of the process. This has to be applauded.

It was again disappointing to see little evidence of real viewers. Friends, family and fellow work colleagues should be motivated to try the web site and leave real opinions using the often excellent feedback forms.

Comments on strand (D) Site Management

Almost all of the centres were published for the eight week period and several reasonable changes were applied. Once again it was encouraging to see that many of the sites had some form of testing using online accessibility tests allowing several students to access mark band 3.

Technical documentation was often very weak. The candidate should provide enough information to allow effective future maintenance to take place. The evidence of all updates and a site map is only sufficient evidence for mark band 1. Code for special features such as feedback forms, internal and external link lists, passwords to offsite facilities such as hit counters and structures for folders and files are just a small selection of the possible technical information needed that is often missing.

Apart from the centres who directed their candidates to produce an eCommerce site, the majority of the solutions met and complied with legal aspects. The majority included a Privacy Policy, DPA Statement or Terms and Conditions as part of their web site.

Comments on strand (E) Evaluation

Evaluations provided few examples of high quality work.

In the majority of cases, they were often over complimentary for no reason and tried to use statistics that were clearly unreasonable. As stated in previous reports, evidence for the highest mark band could be provided by a critical evaluation that could identify that despite the best efforts of the author the site did not become popular and gathered little feedback.

There was an improvement in the use of performance data such as the speed of loading and code validation but the candidates struggled to provide evidence to evaluate their performance as a web manager.

Grade Boundary January 2010

| 6963 | Total | A | B | C | D | E |
|----------|-------|----|----|----|----|----|
| Raw Mark | 60 | 45 | 39 | 33 | 27 | 22 |
| UMS | 100 | 80 | 70 | 60 | 50 | 40 |

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