

Principal Moderator Feedback

January 2013

Applied GCE ICT 6963

Unit 13: Web Management

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General Comments

There was a very small amount of centres submitting during this window. Centre assessment was generally accurate. In this series there was little work seen at the higher grades. Evidence was aimed at meeting mark band 1 and mark band 2 with little opportunity built into the assignment briefs to access mark band 3.

Strand A

Candidates are sometimes still offering a comparison of features provided by several different hosting schemes. This is not required. This strand asks for a choice to be made and justified against the needs of the client. Testing was not sufficiently evidenced; it was rarely supported by screen shots, and the client needs were rarely considered in the choice of host and when describing why hosting would benefit the client.

Strand B

Social networking was effectively used. While new strategies used to promote the site are welcome, centres must avoid invalid strategies, such as graphical site maps, hit counters, Google Analytics, word of mouth, email confirmations and links to other sites without any exchange/reciprocal links on relevant sites. The marketing strategies must focus on improving new hits to the site.

Strand C

Generally well evidenced and assessed. Further development of free external data capture utilities has to be the way forward in this strand. However, very simple forms, i.e. that only capture the users name and email address, will not extend beyond mark band two.

Strand D

Evidence of maintenance is still providing the most invalid evidence. Testing at regular intervals must have a role to play. Candidates that test to see if the spelling of text is still correct on several occasions, or that the layout has not changed, will clearly yield a positive result unless changes are made to the site during maintenance. Without maintenance, this repetition in testing is not suitable evidence.

Strand E

The performance of the author and site are being evaluated, but not in the depth required for the upper mark bands.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

<http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx>

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