

UNIT 2 The Digital Economy

TRAINING INSET SEPTEMBER 2007-08

| Assessment criteria — Unit 2: The Digital Economy – part a) | | |
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| Mark Band 1 | Mark Band 2 | Mark Band 3 |
| <p>The learner:</p> <ul style="list-style-type: none"> uses the internet to find and investigate a suitable transactional website, but needs extensive prompting gives a brief description of the main features of the site's design, but with some inaccuracies or omissions makes some evaluative comments, but not sufficient to give a clear picture of the overall effectiveness of the site's design. | <p>The learner:</p> <ul style="list-style-type: none"> uses the internet to find and investigate a suitable transactional website, needing only limited prompting gives a detailed description – supported by examples – of the main features of the site's design makes some evaluative comments, which give a clear picture of the overall effectiveness of the site's design. | <p>The learner:</p> <ul style="list-style-type: none"> uses the internet to find and investigate a suitable transactional website, independently gives a comprehensive description – supported by a range of well chosen examples – of the main features of the site's design provides a considered evaluation, which gives a clear and balanced picture of the overall effectiveness of the site's design, suggesting areas for improvement. |
| (0 – 9) | (10 – 14) | (15 – 18) |
| <p>The candidate has chosen Amazon.com as the transactional website. The section can be accessed via the link “a) eCommerce” and is well structured with a side menu with clear headings addressing the strand. The pages can be read sequentially with a “next” link on each page to the next. The evidence contains a good number of screen shots to support the explanations. The screen shots have reference numbers added which make the explanations clearer. The purpose and products are described as well as the basic structure of the pages of the website. The navigation of the site is covered in this section. The candidate considers the prospective customers in the explanations and gives evaluative comments. The method of making a transaction is clearly documented which includes the overt methods of capturing customer information. The section on “Capturing Customer Information” covers the covert (use of Cookies) methods well. “Authentication”, “Techniques used to engage, retain and entice customers” also help evidence the less obvious features of the website. The section of “Usability and Accessibility of the site” is not detailed. The candidate has used the section on “Customer Experience” to make some overall evaluative comments on the site. There are evaluative comments throughout this section which does include strengths and weaknesses although the weaknesses are highlighted in the final section which also contains 2 recommendations for improvement. The candidate has tried to address mark band 3 and there is sufficient evidence to support the candidate being placed in this mark band. However, to enable all the marks in this mark band to have been accessed, more comments on the site's design relating to colours, fonts, more on accessibility would have strengthened this evidence.</p> <p>Mark awarded 16</p> | | |

| Assessment criteria — Unit 2: The Digital Economy – part b) | | |
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| Mark Band 1 | Mark Band 2 | Mark Band 3 |
| The learner produces diagrams giving an outline of the chain of events leading up to, and triggered by, an online purchase and the associated flow of information, but with some inaccuracies or omissions . | The learner produces diagrams giving a clear and accurate picture of the chain of events leading up to, and triggered by, an online purchase and the associated flow of information. | The learner produces diagrams that are effectively presented and give a complete and accurate picture of the chain of events, leading up to and triggered by, an online purchase and the associated flow of information. |
| (0 – 5) | (6 – 8) | (9 – 10) |
| <p>There are 3 diagrams. Diagram 1 covers the step leading up to the purchase and obtaining customer details, stock and cookies. Diagram 2 illustrates the events the online purchase triggers and includes payment and despatch. The diagram covers credit/debit cards which are the usual method of payment. The diagram does also show how payment by cheque could happen although this is not common. Diagram 3 gives the internal and external flows but is not fully comprehensive as flows between third parties/outside agencies are not shown. The interaction with Marketing activities is also not shown. There is a set of diagrams and they do reflect a candidate working in mark band 3 but there is insufficient evidence to access all the marks available.</p> <p>Mark awarded 9</p> | | |
| Assessment criteria — Unit 2: The Digital Economy – part c) | | |
| Mark Band 1 | Mark Band 2 | Mark Band 3 |
| The learner identifies some potential threats to customer data collected by organisations via their websites and describes some measures being taken to protect it, including legislation, but draws no conclusions about their effectiveness . | A description of potential threats to customer data collected by organisations via their websites and of the measures taken to protect it, including legislation, with some assessment of their effectiveness. | A description of potential threats to customer data collected by organisations via their websites and of the measures taken to protect it, including legislation, with a clear and balanced assessment of their effectiveness. |
| (0 – 3) | (4 – 5) | (6) |
| <p>The evidence for this strand is given in context of transactional websites which is good practice. Cookies, spyware and hacking are identified as threats and explained. Various methods of prevention are also described and these include encryption, SET, firewalls and virus protection. The Data Protection Act is covered. However, there is no mention of the Computer Misuse Act. There is sufficient evidence to reach mark band 2 but there is an insufficient number of preventative measures and legislation described to access all the marks in this mark band.</p> <p>Mark awarded 4</p> | | |

| Assessment criteria — Unit 2: The Digital Economy – part d) | | |
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| Mark Band 1 | Mark Band 2 | Mark Band 3 |
| <p>The learner:</p> <ul style="list-style-type: none"> creates a database structure capable of storing the given set of data, but with room for further customisation carries out some limited testing, but not enough to ensure that it functions correctly imports the data into the database uses the facilities of the software to extract some valid and meaningful information. | <p>The learner:</p> <ul style="list-style-type: none"> creates a database structure that is customised to take account of the characteristics of the given set of data carries out adequate testing to ensure that the database functions correctly imports the data into the database uses the facilities of the software to extract valid and meaningful information and identify some significant trends. | <p>The learner:</p> <ul style="list-style-type: none"> creates a database structure that is customised to take account of the characteristics of the given set of data and includes some data validation carries out extensive testing to ensure that the database functions correctly and efficiently imports the data into the database uses the facilities of the software to extract valid and meaningful information and identify some significant trends, interpreting output and making recommendations based on it. |
| (0 – 10) | (11 – 15) | (16 – 20) |
| <p>The dataset “Bike Sales 2005” has been used to evidence this strand. The candidate imported the dataset and then proceeded to create the structure. Field types, field sizes, input masks, validation rules, and list boxes are all evidenced. There is evidence of testing of the validation rules. Three tables were created. (Note - only two are required for this unit with a one to many link). The Queries section shows the 3 tables with referential integrity enforced (which is a requirement for full marks in mark band 1. There are screen shots of queries in Query Design View which evidence the manipulation of more than one table and show single sort, single search criteria, grouping, count, calculations, being used. Examples of reports created are evidenced. Pivot charts are used to analyse the data. The Analysis section explains how meaningful data was extracted as well as trends being identified. Trends are shown in Scenario Two. The recommendations are not very detailed but the candidate has demonstrated understanding of trends and revisits this in the evaluation. There is evidence of testing as mentioned and this shows testing of validation rules and import masks prior to the final importation of data into the table structure created. There is evidence the dataset was correctly imported with a screen shot of the 3 tables showing that 5133 records exist. This can be found in the Analysing the Database section. Overall this strand is well addressed. The recommendations could have been more detailed which means that perhaps a mark just below the full mark of 20 is appropriate.</p> <p>Mark awarded 19</p> | | |

| Assessment criteria — Unit 2: The Digital Economy – part e) | | |
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| Mark Band 1 | Mark Band 2 | Mark Band 3 |
| The learner makes some evaluative comments | The learner evaluates: | The learner fully evaluates: |

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|---|---|---|
| about: <ul style="list-style-type: none"> the performance of the database their own performance. | <ul style="list-style-type: none"> the performance of the database their own performance, incorporating feedback from others and makes recommendations for improvements. | <ul style="list-style-type: none"> the performance of the database their own performance, incorporating feedback from others and makes realistic recommendations for improvements. |
| (0 – 3) | (4 – 5) | (6) |

The candidate has evaluated the use of validation and pivot tables relating these to the performance and use of the database created. Some of the content is more about the use of the software than evaluating the performance of the database but there is sufficient evidence to address this strand. There is some evidence supporting feedback from others and the candidate has made an attempt to evaluate their own performance although this is not extensive. There is a recommendation for improving the validation and a general comment about including more queries. The recommendations based on the feedback from others are weak and do not really focus on improving the performance of the database. Overall there is just enough evidence to support mark band 2 bearing in mind this is an AS unit.

Mark awarded 4

Total marks 52/60

Overall Comment

This candidate is clearly working at A grade at AS level. The eportfolio is well presented and well structured so that the evidence is easy to find. All strands have been well addressed.