# Moderators' Report/
# Principal Moderator Feedback

# Summer 2016

Pearson Edexcel GCE
In Applied ICT (6963)
Paper 01 Web Management

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**General comments**

There was only a small amount of centres submitting during this window as the qualification draws to a close. Evidence for all strands was generally improved from previous years and it was encouraging to see that the majority of students had tested their content on-line for accessibility and that almost all of the web sites were eMarketing and not eCommerce.

Assessment greatly improved during this window with generally excellent records of assessment, being clear and informative. ePortfolios were also very clear and easy to navigate.

**Strand A**

Almost all centres presented clear and focused evidence. Supporting screen shot evidence of testing solutions was often provided and the students understood the whole process of publishing and hosting web sites.

As in previous years, several student cohorts provided a multitude of comparisons of hosting companies, which is not required. In fact, this could be detrimental when the student comes to justify their choice of host, in so far that choosing from several equally suitable companies would be so much more difficult to justify than choosing from two.

Strand A Mark Band 2 requires that the student justifies their choice of host against the client's needs. Client requirements were often clearly stated and used to justify the student choice of provider where appropriate. This has to be applauded.

Evidence for testing on-line was again greatly improved, with only a small amount of students providing inappropriate tables of unsupported testing.

**Strand B**

The use of strategies varied across the range of centres. Some continued to use the simple methods used in optimisation, such as META Tags and Invisible Text, but there was in increase in the successful use of social media. Effectiveness of implementation was often justified with statistics or feedback but some of the hit figures were a little higher than expected.

**Strand C**

Generally well evidenced and assessed to national standards. Feedback forms varied, from simple registration forms that would not be able to access Mark Band 2, to full and professional forms used to gather plenty of information from the client that would be useful for marketing purposes.

There were one or two examples where the on-line form was not published on the site itself. Testing on-line should be carried out as part of the site if higher marks are to be accessed.

## Strand D

The quality of technical documents continues to be a factor. The students should provide information to allow maintenance of the site by someone other than the author. Several centres basically repeated the evidence from strands A, B and C.

Evidence of maintenance still contained changes made to the site to upgrade it from Unit 6955. This is not suitable evidence. The site must be complete and upgraded with all promotion strategies and feedback forms before publishing. Updates should focus on changes in content such as news feeds, new products, seasonal events etc

There was an increase in the number of students using on-line accessibility tools such as WAVE. This was seen across all grades and should be continued as good practise.

## Strand E

This strand was generally assessed and evidenced to national standards with some very good use of statistical analysis. One or two centres did not identify that the evaluations did not contain a self-evaluation. To gain marks at the top of Mark Band 1 and above, the students must review their own performance as a web manager.

**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