

Question number	Indicative content	Mark
3(e)	<p>Marks are awarded for discussion of at least two benefits for a business of using e-commerce.</p> <ul style="list-style-type: none"> • Costs are lower as there is less need for retail outlets (AO1b). • Increased reach of the business - can sell beyond the immediate locality (AO1b). • This increases the potential profitability of the business as it will not have to pay rent on shops and other premises (AO3a). • This will lead to higher sales and therefore higher revenue. Providing costs do not increase by more, profits will increase (AO3a). 	<p>(6) A01b=3 A03a=3</p>
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-2	<ul style="list-style-type: none"> • Demonstrates elements of knowledge and understanding of business concepts and issues, with limited business terminology used (AO1b). • Attempts to deconstruct business information and/or issues, finding limited connections between points (AO3a).
Level 2	3-4	<ul style="list-style-type: none"> • Demonstrates mostly accurate knowledge and understanding of business concepts and issues, including appropriate use of business terminology in places (AO1b). • Deconstructs business information and/or issues, finding interconnected points with chains of reasoning, although there may be some logical inconsistencies (AO3a).
Level 3	5-6	<ul style="list-style-type: none"> • Demonstrates accurate knowledge and understanding of business concepts and issues throughout, including appropriate use of business terminology (AO1b). • Deconstructs business information and/or issues, finding detailed interconnected points with logical chains of reasoning (AO3a).