

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).