

<b>Unit Title</b>	<b>12 Launching a business on-line</b>	<b>Unit Code</b>	<b>F251</b>	<b>Session</b>		<b>Year</b>	
<b>Centre Name</b>						<b>Centre Number</b>	
<b>Candidate Name</b>						<b>Candidate Number</b>	

**Evidence:** You produce an e-commerce strategy for a business that has yet to develop e-commerce provision.

Criteria			Teacher Comment	Page No.
<p><b>AO1.1:</b> You identify the ways in which e-commerce can be used, the benefits and drawbacks of e-commerce provision to your business, and the issues involved in setting up and running a website; much of your evidence requires further clarification and elaboration;</p> <p style="text-align: right;"><b>[0 1 2 3]</b></p>	<p><b>AO1.2:</b> you demonstrate a sound understanding of the ways in which e-commerce can be used, the benefits and drawbacks of e-commerce provision to your business, and the issues involved in setting up and running a website; however, your evidence, at times, does not demonstrate sufficient depth;</p> <p style="text-align: right;"><b>[4 5 6]</b></p>	<p><b>AO1.3:</b> you demonstrate a clear and comprehensive understanding of the ways in which e-commerce can be used, the benefits and drawbacks of e-commerce provision to your business, and the issues involved in setting up and running a website; your evidence displays both breadth and depth.</p> <p style="text-align: right;"><b>[7 8 9]</b></p>		
<p><b>AO2.1:</b> The front-end of your website is over-theoretical with only a basic attempt to apply it to your chosen business context;</p> <p style="text-align: right;"><b>[0 1 2 3 4 5]</b></p>	<p><b>AO2.2:</b> you apply the front-end of your website to your chosen business context;</p> <p style="text-align: right;"><b>[6 7 8 9 10]</b></p>	<p><b>AO2.3:</b> you target the front-end of your website to the specific needs of your chosen business context.</p> <p style="text-align: right;"><b>[11 12 13 14]</b></p>		

Criteria			Teacher Comment	Page No.
<p><b>AO3.1:</b> Your analysis and interpretation of your research is limited in scope and does little to inform the development of the front-end of your website; your synthesis of gathered data is weak, with little evidence of integrated or strategic thinking;</p> <p style="text-align: right;"><b>[0 1 2 3 4]</b></p>	<p><b>AO3.2:</b> your analysis and interpretation of your research is sound, informing the development of the front-end of your website; your synthesis of gathered data is sound, with evidence of integrated and strategic thinking;</p> <p style="text-align: right;"><b>[5 6 7 8]</b></p>	<p><b>AO3.3:</b> your analysis and interpretation of your data is thorough and comprehensive and there is an extensive focus on targeting your research and analysis into the development of the front-end of your website; your synthesis of material is comprehensive, with frequent demonstration of integrated and strategic thinking. <b>[9 10 11 12]</b></p>		
<p><b>AO4.1:</b> Your critical evaluation of what measures your business would take to deal with the manageability of the back-end of your website is limited; you make no real attempt to prioritise evidence or to select appropriate lines of argument from information contained within either your strategy or your research and analysis, resulting in weak, unsupported conclusions; you demonstrate limited clarity and coherence with only basic use of business terminology – errors of grammar, punctuation and spelling may be noticeable and intrusive;</p> <p style="text-align: right;"><b>[0 1 2 3 4 5]</b></p>	<p><b>AO4.2:</b> your critical evaluation of what measures your business would take to deal with the manageability of the back-end of your website is sound, your evidence is prioritised with appropriate lines of argument selected and presented from information contained within both your strategy and your research and analysis, resulting in sound conclusions; you demonstrate clarity and coherence, with appropriate use of business terminology – there may be occasional errors of grammar, punctuation and spelling but these are not intrusive;</p> <p style="text-align: right;"><b>[6 7 8 9 10]</b></p>	<p><b>AO4.3:</b> your critical evaluation of what measures your business would take to deal with the manageability of the back-end of your website is comprehensive and in-depth; your evidence is effectively prioritised with appropriate lines of argument selected and presented from information contained within both your strategy and your research and analysis, resulting in reasoned, appropriate, logical conclusions; you demonstrate clarity, coherence and fluency with effective and confident use of appropriate business terminology – there are few, if any, errors of grammar, punctuation and spelling. <b>[11 12 13 14 15]</b></p>		
<b>Total/50</b>				
If this work is a re-sit, please tick		Session and Year of previous submission		Please tick to indicate this work has been standardised internally

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).

### Guidance on Completion of this Form

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.