

**Qualification title:** Level 3 Advanced Technical Extended Diploma  
in Digital Technologies (5220-32)

**Test title:** Level 3 Digital Technologies (Web and Social Media for E-commerce) – Theory exam (2) – Sample marking scheme

**Base mark:** 80

|  |                              |
|--|------------------------------|
| 1  |                              |
| <p>State <b>four</b> considerations that can be taken into account when creating an e-commerce website.</p> <p><b>Answer</b></p> <p>One mark each for any of the following, to a maximum of 4 marks:</p> <ul style="list-style-type: none"> <li>• advantages of e-commerce <b>(1)</b></li> <li>• disadvantages of e-commerce <b>(1)</b></li> <li>• set up costs <b>(1)</b></li> <li>• running costs <b>(1)</b></li> <li>• merchant accounts <b>(1)</b></li> <li>• customer expectation <b>(1)</b></li> <li>• scalability <b>(1)</b></li> </ul> |                              |
| <p><b>Test spec reference:</b><br/>330 – 1.2</p>   | <p><b>Total marks:</b> 4</p> |
| 2  |                              |
| <p>State <b>two</b> back-end maintenance activities that can be required with an e-commerce website.</p> <p><b>Answer</b></p> <p>One mark each for any of the following, to a maximum of 2 marks:</p> <ul style="list-style-type: none"> <li>• shopping basket <b>(1)</b></li> <li>• real time tracking <b>(1)</b></li> <li>• payment processing <b>(1)</b></li> <li>• stock control <b>(1)</b></li> <li>• despatch <b>(1)</b></li> <li>• delivery <b>(1)</b></li> </ul>   |                              |
| <p><b>Test spec reference:</b><br/>330 – 1.4</p>   | <p><b>Total marks:</b> 2</p> |

3

Explain one legal obligation that must be understood by an e-commerce website manager, for **each** of the following pieces of consumer Legislation.

- Consumer Protection Act.
- Consumer Protection from Unfair Trading Regulations.

**Answer**

Two marks each for any of the following, to a maximum of 4 marks:

- Consumer Protection Act: provides for the right of a purchaser to claim compensation **(1)** where a defective product has caused damage **(1)** or injury because of its use.
- Consumer Protection from Unfair Trading Regulations: makes it illegal to mislead the customer with attractive advertising around special prices **(1)** when the trader knows that they cannot offer that product, at that price **(1)**.

**Test spec reference:**  
330 – 2.3

**Total marks:** 4

4

Explain how an e-commerce business can use **each** of the following 'marketing mix' strategies through social media channels.

- Promotion.
- Brand awareness.

**Answer**

Two marks each for any of the following, to a maximum of 4 marks:

- Promotion: where a special offer **(1)** is rapidly communicated to the target audience **(1)** via social media channels.
- Brand awareness: where the business uses influencers **(1)** to boost the level of appreciation of the brand **(1)** using video diaries.

**Test spec reference:**  
331 – 1.1

**Total marks:** 4

Explain **two** elements of SMARTER targets when using Social Media in an e-commerce business.

**Answer**

Two marks each for any of the following, to a maximum of 4 marks:

- Specific: the target is clearly defined **(1)** so that everyone in the business understands what it is **(1)**.
- Measurable: metrics are clearly defined **(1)** so that the target's success can be numerically measured **(1)**.
- Attainable: the target must be feasible **(1)** so that is possible to achieve the stated goal **(1)**.
- Relevant: the target is appropriate **(1)** for the social media channel being used **(1)**.
- Time-based: the target can be achieved **(1)** within the specified time frame **(1)**.
- Evaluated: the effectiveness of the target will be reviewed **(1)** when the task has been completed **(1)**.
- Revaluate: the target will be regularly reviewed **(1)** throughout the time it is being used **(1)**.

**Test spec reference:**  
331 – 5.2

**Total marks: 4**

6

State **two** benefits that can be gained by an e-commerce businesses through using product videos.

**Answer**

One mark each for any of the following, to a maximum of 2 marks:

- Popularity on the internet **(1)**
- Showcase products in action **(1)**
- Showcase services in action **(1)**
- Greater customer impact **(1)**
- Ease of sharing to a wider audience **(1)**
- Engaging **(1)**
- Website customer retention **(1)**

**Test spec reference:**  
332 – 1.1

**Total marks:** 2

7

Explain **each** of the following image types.

- Raster.
- Vector.

**Answer**

Two marks each for any of the following, to a maximum of 4 marks:

- Raster: these images are pixel-based **(1)** and suffer image degradation when expanded **(1)**.
- Vector: these images are based on mathematical formulas **(1)** and easily scale without losing image quality **(1)**.

**Test spec reference:**  
332 – 1.2

**Total marks:** 4

8

Explain the use of **each** of the following image editing techniques when producing photographs suitable for use on an e-commerce website.

- Cropping.
- Filter.
- Rotation.

**Answer**

Two marks each for any of the following, to a maximum of 6 marks:

- Cropping: is the process of removing unwanted areas from an image **(1)** to focus the attention of the intended audience **(1)**.
- Filter: is used to alter the shades / colours **(1)** of the image pixels **(1)** to produce the desired effect.
- Rotation: is where images are turned by a number of degrees **(1)** to match the result with the intended purpose **(1)**.

**Test spec reference:**

332 – 2.2

**Total marks: 6**

9

State **two** advantages of using paid digital advertising for an e-commerce business.

**Answer**

One mark each for any of the following, to a maximum of 4 marks:

- brand awareness **(1)**
- drive traffic to e-commerce site **(1)**
- advert targeting **(1)**
- lower cost than offline advertisement **(1)**
- easy to measure **(1)**
- multiple ways of displaying a message **(1)**
- global availability **(1)**
- quick to create **(1)**
- quick to deploy **(1)**

**Test spec reference:**

333 – 1.1

**Total marks: 4**

10

Explain **three** disadvantages when using 'AdWords' for an e-commerce business.

**Answer**

Two marks each for any of the following, to a maximum of 6 marks:

- Disadvantage 1: the site is still paying for the click-through **(1)** even if the visitor has no intention of making a purchase **(1)**.
- Disadvantage 2: the content is restricted by the number of characters in the AdWord text **(1)** and the limited range of allowable characters **(1)**.
- Disadvantage 3: with the pay-per-click- format **(1)** AdWords can be expensive if not correctly structured **(1)**.
- Disadvantage 4: the use of AdWords can be time consuming **(1)** because of the need to monitor/adjust content regularly **(1)**.
- Disadvantage 5: failure to make immediate payments for AdWords **(1)** can remove your presence from searches **(1)** conducted by Google.
- Disadvantage 6: requires staff with specific training **(1)** to implement AdWords in line with current ranking policies **(1)**.

**Test spec reference:**  
333 – 2.2

**Total marks: 6**

11

Explain how **each** of the following types of advertisements can appear to potential customers.

- Floating ads.
- Expanding ads.
- Trick banners.

**Answer**

Two marks each for any of the following, to a maximum of 6 marks:

- Floating ads: remain on top of other content **(1)** when the user scrolls down the page **(1)**.
- Expanding ads: may change size when clicked **(1)** and move to the centre of the screen **(1)**.
- Trick banners: may appear to be a dialogue box **(1)** in an attempt to trick the user into clicking on them **(1)** to take them to a different site.

**Test spec reference:**  
333 – 2.4

**Total marks: 6**

12

Explain **each** of the following elements of a digital advertisement that make up an effective 'Call To Action' (CTA).

- Eye-catching design.
- Actionable verb.

**Answer**

Two marks each for any of the following, to a maximum of 4 marks:

- Eye-catching design: the content should be attractive to the viewer **(1)** and specifically relate to the viewer's needs **(1)**.
- Actionable verb: actively encourage the viewer to click on the element **(1)** explaining what will take place if clicked **(1)** (eg get / buy / order / find / review).

**Test spec reference:**  
333 – 3.2

**Total marks:** 4

13

State **four** factors that should be investigated when developing an e-commerce website that can be used on multiple types of devices.

**Answer**

One mark each for any of the following, to a maximum of 4 marks:

- current industry trends **(1)**
- competitors **(1)**
- brand consistency **(1)**
- appropriate user content **(1)**
- the use of mobile technologies **(1)**

**Test spec reference:**  
334 – 2.1

**Total marks:** 4

14

Explain how **each** of the following forms of security can minimise threats to an e-commerce website.

- Protection of administrator account.
- Secure electronic transactions.
- Firewalls.

**Answer**

Two marks each for any of the following, to a maximum of 6 marks:

- Protection of administrator account: changing the administrator login details from the default **(1)** will make it less likely that a malicious actor will be able to compromise the account **(1)**.
- Secure electronic transactions: assist with protecting confidential user data **(1)** reducing the likelihood of compromised user banking details **(1)**.
- Firewalls: can assist by blocking open ports **(1)** to prevent unauthorised administrative activities **(1)**.

**Test spec reference:**  
334 – 3.2

**Total marks:** 6

15

List **two** 'Entities' used within a relational database.

**Answer**

One mark each for any of the following, to a maximum of 2 marks:

- Tables **(1)**
- Records (tuple) **(1)**
- Indices **(1)**

**Test spec reference:**  
335 – 1.2

**Total marks:** 2

16

Explain why a relational database should be tested for referential integrity.

**Answer**

Two marks each for any of the following, to a maximum of 2 marks:

Referential integrity: prevents inaccurate data from being entered **(1)** by preserving the Relationships between tables in a database **(1)**.

**Test spec reference:**  
335 – 3.4

**Total marks:** 2



You work as a website designer and have been approached by a Timber Supplier that is considering using an e-commerce website for selling their products.

They are particularly interested in the site enabling customers to choose from a list of available delivery time slots, once they have completed their purchases.

You have been asked to produce a proposal for the company directors discussing the technologies and considerations that should be taken into account when creating this e-commerce website.

### Answer

#### Indicative content:

A candidate's discussion may include consideration of:

- Hardware
  - Software
  - Operating System
  - Applications
- Skill and knowledge requirements
  - Legal and ethical considerations
    - Copyright
    - Data Protection
    - Equality Act
    - Distance Selling regulations
    - Consumer protection
  - Social Media strategies
    - Brand
    - Tone
    - Style
    - Content plans
  - Digital advertising
  - Social Media use
  - Accessibility
  - Device limitations
- Design
  - Layout
  - Storyboards
  - Style
  - Navigation
  - Responsiveness
  - Logos
- Software
  - Video software
  - Image software
  - Analytic tools
  - Content Management Systems
  - Social Media
  - Anti-virus
  - Server-Side scripting
- Data requirements
- Security
  - Threats
  - Vulnerabilities
  - Vectors

- Email
  - Malware
  - Backdoors
- Social attack vectors
  - Phishing
  - Spear phishing
  - Catfishing
  - Tailgating
  - Social engineering
- Risks
- Data
- Countermeasures
- Maintenance
  - Shopping basket
  - Payment processing
  - Stock control
  - Accounts
  - Fault log

**0 marks**

No awardable material.

**Band 1: 1 – 3 marks**

The response demonstrates a limited understanding of the relevant processes and technologies involved and is mostly a statement of facts which are not developed or supported. The approach to the task is inconsistent. Statements may be inaccurate, and the use of appropriate technical language is sparse.

**Band 2: 4 – 6 marks**

The candidate has produced a discussion that expands on the factual knowledge but lacks detail in some areas. They show an adequate understanding of the relevant processes and technologies involved including some reasons for their inclusion. They have provided some valid reasons to support their choices which are structured and presented in a logical order.

**Band 3: 7 – 9 marks**

The candidate has shown a thorough understanding of the relevant processes and technologies involved. They have covered these in a logical order, including reasons behind the processes and technologies, the factors that need to be considered and the impact these factors may have on the implementation.

**Test spec reference:**

Unit 330, Unit 331, Unit 332, Unit 333, Unit 334, Unit 335

**Total marks: 9**

You work as a consultant developing and managing social media content for a range of clients.

You have been approached by a group of Solicitors who work in the criminal, personal injury and employment areas.

The senior managers would like you to advise how they could use the different forms of Social Media to promote their business; along with the content of a Social Media policy for the employees, when they do so.

Discuss what will need to be considered in your guidance document.

### Answer

#### Indicative content:

A candidate's discussion may include consideration of:

- Hardware
  - Software
  - Operating System
  - Applications
- Skill and knowledge requirements
  - Legal and ethical considerations
    - Copyright
    - Data Protection
    - Equality Act
    - Defamation Act
  - Social Media strategies
    - Brand
    - Tone
    - Style
    - Content plans
    - Behaviour
  - Digital advertising
  - Social Media use
  - Accessibility
  - Device limitations
  - Cross-platform compatibility
- Software
  - Video software
  - Image software
  - Analytic tools
  - Social Media
  - Anti-virus
- Data requirements
- Security
  - Threats
  - Vulnerabilities
  - Attack Vectors
  - Social Attack Vectors
  - Risks
  - Data
  - Account monitoring
  - Key word monitoring
  - Social engineering
- Maintenance

- Accounts
- Fault log

**0 marks**

No awardable material.

**Band 1: 1 – 3 marks**

The response demonstrates a limited understanding of the relevant processes and technologies involved and is mostly a statement of facts which are not developed or supported. The approach to the task is inconsistent. Statements may be inaccurate, and the use of appropriate technical language is sparse.

**Band 2: 4 – 6 marks**

The candidate has produced a discussion that expands on the factual knowledge but lacks detail in some areas. They show an adequate understanding of the relevant processes and technologies involved including some reasons for their inclusion.

They have provided some valid reasons to support their choices which are structured and presented in a logical order.

**Band 3: 7 – 9 marks**

The candidate has shown a thorough understanding of the relevant processes and technologies involved.

They have covered these in a logical order, including reasons behind the processes and technologies, the factors that need to be considered and the impact these factors may have on the implementation.

They have provided valid reasons for their choices with responses being clear, coherent and accurately presented.

**Test spec reference:**

Unit 301, Unit 302, Unit 303, Unit 305

**Total marks: 9**