



Rewarding Learning

ADVANCED
General Certificate of Education
2022 Reserve Series

Professional Business Services

Assessment Unit A2 1

assessing

Technology in Business

[APB11]

TUESDAY 28 JUNE, AFTERNOON

**MARK
SCHEME**

General Marking Instructions

Introduction

The main purpose of the mark scheme is to ensure that examinations are marked accurately, consistently and fairly. The mark scheme provides examiners with an indication of the nature and range of candidates' responses likely to be worthy of credit. It also sets out the criteria which they should apply in allocating marks to candidates' responses.

Assessment objectives

Below are the assessment objectives for **GCE Professional Business Services**.

Candidates should be able to:

- AO1** Demonstrate knowledge and understanding of terms, concepts, theories, methods and models used by professional business services firms and their client businesses.
- AO2** Apply knowledge and understanding of concepts, theories, methods and models used by professional business services firms and their client businesses.
- AO3** Investigate, analyse and evaluate concepts, theories, methods and models as used by professional business services firms and their client businesses.

Quality of candidates' responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 17- or 18-year-old which is the age at which the majority of candidates sit their GCE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

COVID-19 Context

Given the unprecedented circumstances presented by the COVID-19 public health crisis, senior examiners, under the instruction of CCEA awarding organisation, are required to train assistant examiners to apply the mark scheme in case of disrupted learning and lost teaching time. The interpretation and intended application of the mark scheme for this examination series will be communicated through the standardising meeting by the Chief or Principal Examiner and will be monitored through the supervision period. This paragraph will apply to examination series in 2021–2022 only.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions. Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 17- or 18-year-old GCE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Marking calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error. To avoid a candidate being penalised, marks can be awarded where correct conclusions or inferences are made from their incorrect calculations.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication. Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement.

The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within either three or four levels of response.

Where there are three levels of response, quality of written communication is distinguished as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is good.

Level 3: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Basic): The candidate makes only a limited selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Good): The candidate makes a reasonable selection and use of an appropriate form and style of writing. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (Excellent): The candidate successfully selects and uses the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

Where there are four levels of response, quality of written communication is distinguished as follows:

Level 1: Quality of written communication is basic.

Level 2: Quality of written communication is satisfactory.

Level 3: Quality of written communication is good.

Level 4: Quality of written communication is excellent.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below.

Level 1 (Basic): The candidate makes only a basic selection and use of an appropriate form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate makes a satisfactory selection and use of an appropriate form and style of writing. Relevant material is organised with some degree of clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a satisfactory standard to make meaning evident.

Level 3 (Good): The candidate makes a good selection and use of an appropriate form and style of writing. Relevant material is organised with good clarity and coherence. There is good use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a good standard to make meaning clear.

Level 4 (Excellent): The candidate successfully selects and used the most appropriate form and style of writing. Relevant material is organised with a high degree of clarity and coherence. There is widespread and accurate use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of the highest standard to make meaning absolutely clear.

1 AO1

**AVAILABLE
MARKS**

Responses may include:

There is a high level of usage of technology in businesses of all sizes to manage communications, including in the form of smartphones, laptops, tablets and personal computers. Such devices can assist employees in all aspects of business operations linked to communicating with internal and external stakeholders. This involves preparing and transmitting documents/files, surfing the internet, completing research and conducting electronic transactions.

Businesses can use technology to communicate in the following ways:

- Better service delivery to customers – focus on the customer and the orientation of most of its functions and departments towards customer satisfaction.
- Improving customer service delivery – include the provision of some services online and implementing an e-commerce element to the business, to offer customers a better experience with increased convenience and efficiency when purchasing goods and services from a business.
- Responding to change – technology can be used in data processing. A business is likely to have a lot of data from a large range of different channels, including industry data, customer feedback, inventory control, web analytics and sales.
- Analysing data – communications technology can be a great aid once strategic decisions have been made and are in the implementation stage. Communications technology can facilitate the implementation of these decisions. It is not only cost effective due to its reach, but it also allows for innovative implementation measures to be put in place.
- Rising above competition – to grow the market share and improve its brand the business can use communications technology to help set itself apart from the competition.
- Streamlining internal processes – businesses can use communications technology to make business operations, both internally and externally more efficient, reducing costs and improving the bottom line. Businesses can use communications technology to plan and implement innovative ways to add value to the product or service provided to the customer. In so doing, the business can improve the customer’s experience and turn them into a repeat customer.

All valid responses will be given credit

[1] basic explanation

[2] satisfactory explanation

[3] good explanation

[4] excellent explanation

(1 × [4])

[4]

4

2 AO1

Responses may include:

- Reliability – businesses rely heavily on their transaction processing systems. This enables them to manage resources effectively.
- Rapid processing – is vital to the success of any business or organisation. Transaction processing systems are designed to process transactions almost instantly, ensuring that customer data is available when required.

- Inflexibility – a transaction processing system wants every transaction to be processed in the same way regardless of the user, the computer, or the time of day. If transaction processing systems were flexible, there would be too many opportunities for non-standard operations.
- Controlled access – transaction processing systems enable authorised users to access business data held within the system: mitigating against risk.
- The efficient processing of transactions – this is important to the success of any business. With the changes in technology and client demand for immediate action. Transaction processing systems are designed to instantaneously update transaction data.
- Batch transaction processing – the collection and storage of data for processing at a scheduled time or when there is sufficient data. Real time transaction processing – the immediate processing of data.

All valid responses will be given credit.

[1] feature identified

[2] feature identified with basic description

[3] feature identified with good description

[4] feature identified with excellent description

(2 × [4])

[8]

8

3 AO1, AO2, AO3

Responses may include:

Client needs

- Uploading – websites are ideal for uploading images and showcasing products and services to customers of Experience VR.
- Update regularly – websites can be updated easily and quickly. Experience VR must ensure that they have been trained to deal with keeping content current.
- Brand loyalty – Experience VR can build relationships with their customers through websites. This can in turn increase customer loyalty.
- Customised – websites can be customised to suit Experience VR's needs.
- Reach – websites can easily reach Experience VR customers.
- 24/7 – Experience VR's information about their products and services can be accessed by anyone no matter where they are located or what time of the day.
- Security – usernames and passwords to access or give confidential information through Experience VR's website.
- Customer interaction – Experience VR can deliver improved customer service and respond effectively to feedback. Positive feedback is public and can be persuasive to other potential customers. Negative feedback highlights areas which require improvement.

Users

- Customer interaction – Experience VR can deliver improved customer service and respond effectively to feedback. Positive feedback is public and can be persuasive to other potential customers. Negative feedback highlights areas which require improvement.
- Target audience – customers can find Experience VR through the search engine optimisation. Experience VR can choose to maintain a presence on particular social media platforms that are in line with their target audience.

- Security – usernames and passwords to access or give confidential information through Experience VR website.

Time

- Time consuming – it takes time to build and maintain effective websites. It does not mean that Experience VR will automatically achieve customer loyalty.
- Accessible information – Experience VR can update websites regularly with useful and interactive content.
- Analytics – the on-site suite of analytic reporting can be used to obtain timely data and give a better insight into engagement with Experience VR.

Cost

- Cost effective – the costs of having a website for Experience VR can be quite low. Experience VR will need a suitable domain name and a good quality hosting. The ongoing costs are minimal, but the potential return on investment could be quite significant. Experience VR can think of their website in terms of advertising for their business and they will more than likely see the value.
- Advertising – Experience VR can use websites to advertise and promote their new games.
- Resources – Experience VR will need to commit resources to managing their website, responding to feedback, and producing new content. This can include hiring and training staff, investing in paid advertising, and paying for the costs of creating a video or image content.

Security

- Password protected – the use of passwords enables restricted access to confidential information and ensures that Experience VR comply with relevant legislation.
- Brand online – it's an easy way for Experience VR to protect their business brand online. They have secured a domain name relevant to their business.

All valid responses will be given credit

[0] is awarded for a response not worthy of credit

Level 1 ([1]–[4]) Basic

- Basic knowledge and understanding of the suitability of websites to support promotion.
- Application is basic with limited reference to Experience VR.
- Analysis of the suitability of websites to support Experience VR promotion is basic.
- Evaluation of the suitability of websites to support Experience VR's promotion is basic.
- Judgement is limited and may or may not be supported by the candidate's own knowledge.
- The quality of the candidate's written communication is basic.

Level 2 ([5]–[8]) Satisfactory

- Satisfactory knowledge and understanding of the suitability of websites to support promotion.
- Application is satisfactory with some reference to Experience VR.
- Analysis of the suitability of websites to support Experience VR promotion is satisfactory.
- Evaluation of the suitability of websites to support Experience VR’s promotion is satisfactory.
- Judgement is partially reasoned and supported by the candidate’s own knowledge and the analysis and evaluation given.
- The quality of the candidate’s written communication is satisfactory.

Level 3 ([9]–[12]) Good

- Good knowledge and understanding of the suitability of websites to support promotion.
- Application is good with some reference to Experience VR.
- Analysis of the suitability of websites to support Experience VR promotion is good.
- Evaluation of the suitability of websites to support Experience VR’s promotion is good.
- Judgement is reasoned and supported by the candidate’s own knowledge and the analysis and evaluation given.
- The quality of the candidate’s written communication is good.

Level 4 ([13]–[16]) Excellent

- Excellent knowledge and understanding of the suitability of websites to support promotion.
- Application is excellent with clear reference to Experience VR.
- Analysis of the suitability of websites to support Experience VR promotion is excellent.
- Evaluation of the suitability of websites to support Experience VR’s promotion is appropriate, clear, and logically based on a thorough analysis.
- Judgement is fully justified and informed by candidate’s own knowledge and the analysis and evaluation given.
- The quality of the candidate’s written communication is excellent. [16]

16

4 (a) AO1, AO2

Responses may include:

- Accuracy – DPA: Experience VR shall record accurately and keep up-to-date customers information. GDPR: Experience VR must take all reasonable steps to ensure that customer’s personal data that is inaccurate, having regard to the purposes for which it is processed, is erased, or rectified without delay.
- Storage – DPA: Experience VR shall not keep personal data for longer than is necessary for that purpose. GDPR: Experience VR must ensure that data is kept in a form which permits identification of data subjects. Data must be kept for no longer than necessary for the purposes for which the information is processed.
- Lawfulness – DPA: Experience VR must ensure that personal data shall be processed fairly and lawfully and subject to specific conditions. GDPR: Provides that any personal data gathered by Experience VR must be processed fairly, lawfully and in a transparent manner.

- Purpose – DPA: Experience VR must not engage in further processing of customer’s data in any manner incompatible with the purpose for which it was originally obtained. GDPR: Experience VR must collect customer’s information only for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with the purpose for which it was originally obtained.
- Overseas transfer – DPA: Experience VR shall not transfer customer’s data to a country outside of the European Economic Area unless the recipient country ensures an adequate level of protection for the rights and freedoms of data subjects in relation to the processing of personal data. GDPR: Experience VR must ensure that the transfer of personal data is compliant with Chapter V of the General Data Protection Rules.
- Accountability – GDPR: These regulations introduce a duty on the data controller for Experience VR to demonstrate compliance with other data protection principles.
- Access – GDPR: Experience VR shall process personal data including those of their customers in accordance with the rights of data subjects.
- Data minimisation – DPA: Experience VR shall ensure that data shall be adequate, relevant, and not excessive in relation to the purpose or purposes for which they are processed. GDPR: The regulations provide that Experience VR personal data must be adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed.

All valid responses will be given credit

[1] principle identified

[2] principle identified with basic explanation

[3] principle identified with good explanation

(2 × [3])

[6]

(b) AO1, AO2, AO3

Responses may include:

Hypertext Transfer Protocol Secure (https)

HTTPS is the secure version of HTTP. The ‘S’ at the end of HTTPS stands for ‘Secure’. It means all communications between the customer’s browser and Experience VR’s website is encrypted. HTTPS is often used to protect highly confidential online transactions such as payments.

Advantages of HTTPS

- Security and encryption – Experience VR customers’ information remains confidential and secure, because only Experience VR’s browser and the server can decrypt the information.
- No extra cost – HTTPS was previously expensive to implement but it is now available to businesses, such as Experience VR, at no extra cost.
- Identity verification – a certificate guarantees the information Experience VR’s browser receives from the originator at the expected domain. This is a guarantee that when a customer sends sensitive data, it is being sent to Experience VR and not to a malicious third party.
- Data integrity – if HTTPS is not used and data is sent in clear text it is possible for a third-party to intercept the communication between the server and Experience VR’s browser. If a third party intercepts the communication, they can read it and alter its contents. By hijacking

a connection, a hacker can view the information that Experience VR's browser is requesting and in turn the content which the site is transmitting.

- Search Engine Optimisation (SEO) – a search engine will display secure sites for its users. A site with HTTPS connections will rank higher on Internet searches. If Experience VR has HTTPS it is going to rank higher than a site without HTTPS.
- Trust – padlock symbol indicates that Experience VR takes security seriously and helps give their customers confidence.

Disadvantages of HTTPS

- Speed – Experience VR's website speed can decrease because of the complexity involved encrypting and decrypting the data.
- Time consuming – Experience VR must install intermediate certificates when certificates expire.
- Need to purchase an SSL certificate – SSL certificates are issued and rely on the trustworthiness of certificate authorisers. Experience VR can produce their own, but others will not trust the site therefore it will be required to purchase an SSL certificate.

All valid responses will be given credit

[0] is awarded for a response not worthy of credit

Level 1 ([1]–[4]) Basic

- Basic knowledge and understanding of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure.
- Application is basic with limited reference to Experience VR.
- Analysis of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transaction more secure is basic.
- Evaluation of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure is basic.
- Judgement is limited and may or may not be supported by the candidate's own knowledge.
- The quality of the candidate's written communication is basic.

Level 2 ([5]–[8]) Satisfactory

- Satisfactory knowledge and understanding of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure.
- Application is satisfactory with some reference to Experience VR.
- Analysis of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transaction more secure is satisfactory.
- Evaluation of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure is satisfactory.
- Judgement is partially reasoned and supported by the candidate's own knowledge.
- The quality of the candidate's written communication is satisfactory.

Level 3 ([9]–[12]) Good

- Good knowledge and understanding of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure.
- Application is good with some reference to Experience VR.
- Analysis of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transaction more secure is good.
- Evaluation of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure is good.
- Judgement is reasoned and supported by the candidate's own knowledge.
- The quality of the candidate's written communication is good.

Level 4 ([13]–[16]) Excellent

- Excellent knowledge and understanding of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure.
- Application is excellent with clear reference to Experience VR.
- Analysis of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transaction more secure is excellent.
- Evaluation of how Hypertext Transfer Protocol Secure could make Experience VR's customers' online transactions more secure is appropriate, clear and logically based on a thorough analysis.
- Judgement is fully justified and informed by the candidate's own knowledge.
- The quality of the candidate's written communication is excellent. [16]

22

5 AO1, AO2, AO3

Responses may include:

Advantages of external hard drives:

- Lowest cost – it is a cheaper storage method for Experience VR than external disk storage. Experience VR will compare the benefits external hard drives offer over burning CDs, DVDs, and Blu-ray disks. Burning CDs is labour intensive. In addition, optical disks are very prone to errors and do not last as long as the external drive.
- Space – the major downside of CDs, DVDs, and even Blue-ray for Experience VR, when used for storage and back ups, is that they offer very little space to work with. The life expectancy of a CD is just under three years, whereas a shelved hard drive will outlast the CD.
- Ease of use (connect disconnect) – using the Plug-and-Play functionality allows Experience VR to plug these devices into the drive and the system recognises the partition automatically. Installing an internal drive is much more complex.
- Portability – USB drives are portable in many ways. Experience VR can move lots of terabytes quickly by unplugging the drive and plugging it in to a new PC or server. Moreover, Experience VR can enjoy portability between systems; different kinds of OS and PCs / Macs all support USB drives; hence, Experience VR can copy data between dissimilar operating systems by just plugging in the storage directly.
- Easy replacement – a USB drive is replaced within a minute when compared to replacing an internal hard drive. Having good data back ups is essential for Experience VR. Failure to back up an external hard drive will end up

losing data which can have major financial implications for Experience VR. Replacement of hard drives is relatively easily obtained from most high street stores.

- Speed – is a gigantic advantage of portable drives particularly for Experience VR. Over 150MB/sec read and write from a single drive. These drives can be configured to increase memory. When backing up the main hard drive, means less downtime, and inconvenience for Experience VR.
- Simple Rotation – Experience VR can rotate these drives for the purposes of back ups as well as storage. The Back up Rotation Scheme is a popular and low-cost strategy to make reliable back ups with no single point of failure. Put one drive in a safe and have the other one plugged in. Back up software can be configured to complete tasks at night. In the morning Experience VR can unplug and swap the drives. It would be advisable for Experience VR to use a third drive and keep it away from the office. No configuration is necessary, just plug and unplug and remove as needed.
- Isolation – USB drives have a major advantage which is isolation. USB drives can be unplugged and put in a safe so that they are completely isolated from the PC or server. For Experience VR should a virus or power surge destroy their equipment, the drive will be fine and ready to go for a restore operation. When kept in a safe, it's completely isolated.

Disadvantages of external hard drives:

- Speed – Experience VR must be aware that speed can generate an increased risk from packet collisions. These grow rapidly and that in turn slows down the entire link for every user.
- External hard drives can break easily – Experience VR will need to think about the risk from Electrostatic discharge (the sudden discharge of electricity to the ground), a common issue in the wintertime. External drives are not protected by a robust case similar to a PC so extra caution is necessary. The drive is exposed to wear-and-tear, vibration, virus damage, and power surge risks.
- Overheating – internal drives are usually installed in a way that permits proper cooling via case fans. Experience VR should consider that some USB external hard drives may have overheating as an issue. In the summer and under heavy use, hard drives may heat up, requiring a device with a good passive cooler design and place it away from the sun and other heat sources, with good ventilation.
- Theft – Experience VR may be cautious about permitting the use of external drives because of the risk from theft. The theft potential is very real as drives are very easy to steal and conceal. This is a genuine issue for Experience VR.
- Exterior cabling and power adapters (for 3.5" drives) are necessary – if a workstation at Experience VR has 3 or 4 external disks on a desk and each needs a USB cable and a power cord. This results in a volume of cable on the desk. This may also require receptacles for power. Consideration by Experience VR to increasing the receptacles is necessary in order to facilitate the operation of their systems.
- Booting Windows from an external hard drive – Experience VR will be unable to boot Windows from an external hard drive.

All valid responses will be given credit

[0] is awarded for a response not worthy of credit

Level 1 ([1]–[5]) Basic

- Basic knowledge and understanding of the use of external drives.
- Application is basic with limited reference to Experience VR.
- Analysis of the use of external drives to store their virtual reality games in one location is basic.
- Evaluation of the use of external drives to store their virtual reality games in one location is basic.
- No judgement made or judgement is limited and may or may not be supported by the candidate's own knowledge.
- The quality of the candidate's written communication is basic.

Level 2 ([6]–[10]) Satisfactory

- Satisfactory knowledge and understanding of the use of external drives.
- Application is satisfactory with some reference to Experience VR.
- Analysis of the use of external drives to store their virtual reality games in one location is satisfactory.
- Evaluation of the use of external drives to store their virtual reality games in one location is satisfactory.
- Judgement is partially reasoned and supported by the candidate's own knowledge.
- The quality of the candidate's written communication is satisfactory.

Level 3 ([11]–[15]) Good

- Good knowledge and understanding of the use of external drives.
- Application is good with some reference to Experience VR.
- Analysis of the use of external drives to store their virtual reality games in one location is good.
- Evaluation of the use of external drives to store their virtual reality games in one location is good.
- Judgement is reasoned and supported by the candidate's own knowledge.
- The quality of the candidate's written communication is good.

Level 4 ([16]–[20]) Excellent

- Excellent knowledge and understanding of the use of external drives.
- Application is excellent with clear reference to Experience VR.
- Analysis of the use of external drives to store their virtual reality games in one location is excellent.
- Evaluation of the use of external drives to store their virtual reality games in one location is appropriate, clear and logically based on a thorough analysis of Experience VR.
- Judgement is fully justified and informed by candidate's own knowledge.
- The quality of the candidate's written communication is excellent. [20]

20

6 AO1, AO2, AO3

Responses may include:

Social, Moral and Ethical issues:

- Access to the Internet – Experience VR will need to consider whether access to the Internet is a workplace privilege, or right? Some businesses will encourage access to the internet for employees to assist them within their work. Experience VR will need to be cognisant of issues such as privacy of internet use (freedom of internet use; monitoring; surveillance; accountability; trust; information ownership; compliance and sanctions.)

- Internet Monitoring Software – Experience VR can engage internet monitoring software to monitor activity on a network to provide the technology usage details needed to determine which employees need corrective action. Monitoring employee internet use assists Experience VR to identify suspicious or unproductive browsing behaviour. It also assists Experience VR to reinforce the Acceptable Internet Policy with custom messages sent to users that attempt to browse inappropriate websites. This monitoring software restricts internet access to websites that are inappropriate or unsafe (malware-infested websites, etc.) This software will enable Experience VR to identify those employees engaged in time-theft.
- Privacy and Security – Experience VR will need to identify a range of employee concerns about electronic monitoring, including liability, privacy, security, creativity, paternalism, and social control. Work performance may be lowered when employees are electronically monitored. Employees may be reluctant and distrustful of Experience VR’s motives for monitoring their internet use. However, if Experience VR are up-front about their motives employees will be more willing to engage, because it engenders a feeling of organisational justice and show respect for the policy.
- Employee accountability – Experience VR will consider that monitoring will remove the culture of blaming others wrongly for computer misuse. If Experience VR can monitor each employee, then if an issue arises they can, if required, sanction the appropriate user.
- Trust – an employer can influence the effectiveness of an Acceptable User Policy. If Experience VR can genuinely foster an open and honest culture, then this supports the formation of trusting relationship. If Experience VR gives a perception of little trust to employees, then they can be justifiably concerned about due process and fairness should the need for sanctions arise.
- Censorship – employers may aim to prevent insider non-business internet use. Experience VR will want to restrict access to objectionable or criminal websites. This will also include posting defamatory material or harassment of others. Experience VR’s web filtering can be used to prevent access to inappropriate content. Employees may cite rights and freedoms being undermined by Experience VR.
- Sanctions/Compliance – Experience VR may seek compliance and if non-compliant then it advocates sanctions. Any policy used by Experience VR must be compliant with industrial relations laws. If at a subsequent tribunal it is found Experience VR was not compliant with the law or had overstepped its authority, then it could give rise to an action for compensation and bad publicity for Experience VR.

All valid responses will be given credit

[0] is awarded for a response not worthy of credit

Level 1 ([1]–[5]) Basic

- Basic knowledge and understanding of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet.
- Application is basic with limited reference to Experience VR.
- Analysis of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is basic.
- Evaluation of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is basic.

- No judgement made or judgement is limited and may or may not be supported by the candidate's own knowledge.
- The quality of the candidate's written communication is basic.

Level 2 ([6]–[10]) Satisfactory

- Satisfactory knowledge and understanding of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet.
- Application is satisfactory with some reference to Experience VR.
- Analysis of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is satisfactory.
- Evaluation of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is satisfactory.
- Judgement is partially reasoned and supported by the candidate's own knowledge.
- The quality of the candidate's written communication is satisfactory.

Level 3 ([11]–[15]) Good

- Good knowledge and understanding of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet.
- Application is good with some reference to Experience VR.
- Analysis of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is good.
- Evaluation of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is good.
- Judgement is reasoned and supported by the candidate's own knowledge.
- The quality of the candidate's written communication is good.

Level 4 ([16]–[20]) Excellent

- Excellent knowledge and understanding of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet.
- Application is excellent with clear reference to Experience VR.
- Analysis of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is excellent.
- Evaluation of the social, moral and ethical issues for Experience VR in relation to monitoring personal behaviour of their employees on the Internet is appropriate, clear and logically based on a thorough analysis of Experience VR.
- Judgement is fully justified and informed by candidate's own knowledge.
- The quality of the candidate's written communication is excellent. [20]

Total

**AVAILABLE
MARKS**

20

90