



Rewarding Learning

ADVANCED
General Certificate of Education
2022

Professional Business Services

Assessment Unit A2 1

assessing

Technology in Business

[APB11]

TUESDAY 14 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.

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.

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.

1 AO1

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Responses may include:

Technology to manage people assists in the entire process of managing people from recruiting to retirement. It has greatly changed the way managers and employees gain access to such data.

- Recruitment – this has been aided by e-recruitment web portals where employers post positions and the person specification needed for a specific job. The job seeker will select their field of expertise and apply for the particular position online. People have also been recruited through social networks, e.g. Facebook.
- Selection – there will be an automated system to filter and select appropriate candidates through the submission of online application forms.
- Training and development – technology will allow the Human Resource Manager access to training information regarding employees. Also facilitates online training hubs.
- Performance management – Human Resource Manager can use technology to monitor the performance of employees. With the assistance of tools like CPM (Computerised Performance Monitoring) the manager can assess how much work has been accomplished by each employee in a given period of time.
- Virtual working – with the help of the internet, businesses can recruit people to work from the comfort of their home. Telecommunication and service providers have facilitated this way of working.

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:

- Customer identity needs analysis – an organisation can never assume what a customer’s needs are. Hence it is extremely important to gather information about customers, as to their likes and dislikes, so that the actual needs can be ascertained and prioritised. The CRM systems can be deployed by way of an application and stored using a cloud facility. This enables customers to access with relative ease the business services and benefits the business from the information they receive to identify and assist their decision-making processes.
- Sales automation – this will enable the business to customise their sales process to reach its maximum efficiency by using auto-decision making to identify and action the tasks needed to be completed. This will reduce the risk of deals failing to occur and the correct customers being targeted.
- Reporting and performance tracking – this will permit the business to track sales and compare figures with previous sales periods. This enables the business to plan for future sales or identify trends in markets. The CRM will also allow the business to extract information relating to specific products and services.
- Customer satisfaction – this can make use of a dashboard to indicate levels of customer satisfaction/complaints and resolution times. This may instil consumer confidence that should an issue arise then it is dealt with in a

timely manner. It will gather and analyse this data in a presentable up-to-date form.

- Social media management – CRM allows a business to gain insights on how their audience interacts with their social media accounts. Information from comments, likes and dislikes will give the business information to improve their marketing strategies and customer experience.

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:

Examples of social media – Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Tumblr, Flickr, Reddit, Snapchat, WhatsApp. (Candidates are not required to identify social media platforms but may do so as part of their response.)

Client needs

- Brand loyalty – Universal VR can build relationships with their customers through social media. This can in turn increase customer loyalty.
- Customised – social media methods can be customised to suit Universal VR's needs.
- Uploading – social media is ideal for uploading images and showcasing products and services to followers of Universal VR.
- Update regularly – some media can be updated easily and quickly. Universal VR must ensure that they have trained staff to do this.
- Website traffic – social media content can boost traffic to Universal VR's website. This can lead to increased online conversations in relation to sales.
- Reach – social media can easily reach many Universal VR customers.

Users

- Followers – can 'like', 'comment' or 'share' Universal VR images with others which is likely to increase the awareness.
- Customer interaction – Universal 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 need to be improved.
- Target audience – customers can find Universal VR through the social media platform they use most. Universal VR can choose to maintain a presence on particular platforms that are in line with their target audience.

Time

- Accessible information – Universal VR can update social media regularly with useful and interactive content.
- Analytics – the on-site suite of analytic reporting can be used to obtain timely and better insight into engagement with Universal VR.
- Time consuming – it takes time to build and maintain an effective social media platform. It does not mean that Universal VR will automatically get followers.

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Cost

- Cost effective – it can be less expensive than traditional advertising and promotional activities. The cost of maintaining a social media presence is minimal to Universal VR.
- Free advertising – Universal VR can use social media advertising platform to promote their new games.
- Free and paid applications – Universal VR can use a wide variety of applications on their social media platforms.
- Resources – Universal VR will need to commit resources to managing their social media presence, 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 a password enables restricted access to confidential information and also ensures that Universal VR comply with relevant legislation.
- Third parties – social media platforms are independent of Universal VR's control which could lead to additional security threats and different security policies.

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 social media to support promotion.
- Application is basic with limited reference to Universal VR.
- Analysis of the suitability of social media to support Universal VR promotion is basic.
- Evaluation of the suitability of social media to support Universal 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 social media to support promotion.
- Application is satisfactory with some reference to Universal VR.
- Analysis of the suitability of social media to support Universal VR's promotion is satisfactory.
- Evaluation of the suitability of social media to support Universal 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 social media to support promotion.
- Application is good with some reference to Universal VR.
- Analysis of the suitability of social media to support Universal VR's promotion is good.
- Evaluation of the suitability of social media to support Universal 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 social media to support promotion.
- Application is excellent with clear reference to Universal VR.
- Analysis of the suitability of social media to support Universal VR’s promotion is excellent.
- Evaluation of the suitability of social media to support Universal 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]

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4 (a) AO2

Responses may include

Data theft

- Data theft is the unauthorised taking or interception of computer-based information, with the intent of compromising privacy or obtaining confidential data.

Phishing

- Phishing is a cybercrime in which a target or targets are contacted by email, telephone or text message by someone posing as a legitimate institution to lure individuals into providing sensitive data such as personally identifiable information, banking and credit card details and passwords.

Malware

- Malware is software that has been designed to prevent computers, laptops, tablets or mobile phones from functioning properly.
- In some cases, it also collects information or data saved on their device and passes it on to unauthorised individual groups.
- There are many different types of malware and computer viruses that do different things. Some malware is designed to steal personal information on a computer and pass it back to the virus creator so they can steal an identity.

Zero day attacks

- A zero day attack is a cyber-attack that occurs on the same day a weakness is discovered in the software.

All valid responses will be given credit

[1] type of threat identified

[2] type of threat to Universal VR identified with basic explanation

[3] type of threat to Universal VR identified with good explanation

(2 × [3])

[6]

(b) AO1, AO2, AO3

Responses may include:

Two Factor Authentication, also known as 2FA, is an extra layer of security that requires a password and username and also additional authentication known only to the user.

There are three ways to authenticate a user: (1) something the user knows, e.g. using SMS to receive a One Time Password (OTP); (2) something a user owns, e.g. a hardware token; and (3) something a user is, e.g. biometrics such as retina or fingerprint.

Advantages of Two Factor Authentication (2FA) may include:

- Using a username and password together with a piece of information that only the user knows makes it harder for potential intruders to gain access and steal that person's personal data or identity as a criminal would need more than just the username and password.
- It is a very secure method of authentication, which allows the customer of Universal VR to confirm who they are.
- It significantly reduces the chance of a malicious user compromising a customer's account.
- Access is convenient, as authentication can be managed by the Universal VR customers from their own mobile phone, e.g. by sending a text.
- It can be incredibly easy and straightforward to use as it shouldn't require knowledge of any obscure information that is difficult for customers to remember.

Disadvantages of Two Factor Authentication (2FA) may include:

- Costs of purchasing the software and hardware such as hardware tokens, as well as maintenance can be high for Universal VR.
- Costs can also include the need for Universal VR staff training in order for them to use and enforce the system.
- It is possible for payment cards or mobile phones used in Two Factor Authentication to be lost or stolen.
- Time to ensure Universal VR stay ahead of the developments made in this technology verses progress made by hackers in breaking this secure technology.

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 Two Factor Authentication (2FA) could make Universal VR's customers' online transactions more secure.
- Application is basic with limited reference to Universal VR.
- Analysis of how Two Factor Authentication (2FA) could make Universal VR's customers' online transactions more secure is basic.
- Evaluation of how Two Factor Authentication (2FA) could make Universal 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 Two Factor Authentication (2FA) could make Universal VR's customers' online transactions more secure.
- Application is satisfactory with some reference to Universal VR.
- Analysis of how Two Factor Authentication (2FA) could make Universal VR customers' online transactions more secure is satisfactory.
- Evaluation of how Two Factor Authentication (2FA) could make Universal VR's customers' online transactions more secure 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 how Two Factor Authentication (2FA) could make Universal VR’s customers’ online transactions more secure.
- Application is good with some reference to Universal VR.
- Analysis of how Two Factor Authentication (2FA) could make Universal VR’s customers’ online transactions more secure is good.
- Evaluation of how Two Factor Authentication (2FA) could make Universal VR’s customers’ online transactions more secure 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 how Two Factor Authentication (2FA) could make Universal VR’s customers’ online transactions more secure.
- Application is excellent with clear reference to Universal VR.
- Analysis of how Two Factor Authentication (2FA) could make Universal VR’s customers’ online transactions more secure is excellent.
- Evaluation of how Two Factor Authentication (2FA) could make Universal VR’s customers’ online transactions more secure 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]

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5 AO1, AO2, AO3

Responses may include:

Advantages of a data centre may include:

- Operations – Universal VR may be able to reduce their operational expenditure, e.g. not buying expensive storage facilities or equipment. The focus remains on their core business i.e. producing VR games.
- Costs – Universal VR will achieve cost-savings by availing of a state-of-the-art infrastructure. Cost savings can also be achieved for Universal VR through larger bandwidth availability at a reduced cost for the business.
- Connectivity – Universal VR will benefit from better connectivity ensuring their business is connected globally, quickly and securely.
- Data storage – a data centre will afford Universal VR the ability to store vast amounts of data securely as well as providing backup services.
- Security – data centres have certified processes such as ISO 27001 with regard to IT security. Universal VR will have confidence in a data centre that is certified to this standard enhancing their IT security.
- Environmental – data centres are increasingly reducing their carbon footprint by investing in green technologies. This benefit will be passed to Universal VR thereby reducing their carbon footprint.

Disadvantages of a data centre may include:

- Costly – initial start-up requires sizeable investment for Universal VR as well as specialised maintenance. Outsourcing of data, e.g. to another company may be costly in some instances.
- Technology – keeping abreast of technological advances in the operation of a data centre may be difficult for Universal VR. Therefore, Universal VR will be less likely to have a technological advantage over larger rival. Universal

- VR could invest in technology only to discover it is a “dying platform”.
- **Accountability** – Universal VR will have to conduct due diligence (action considered reasonable for people to be expected to take in order to keep themselves or others and their property safe). When data is sent to a data centre Universal VR will need to ensure that the data centre receiving their data is up to date with all regulatory and compliance obligations. If Universal VR has to employ specialists to conduct these checks then it is additional and unnecessary expenditure in comparison to having its own storage facilities on-site.
- **Security** – security issues could crop up more quickly for Universal VR because of increased dependence on the data centre. These security issues could include DDoS (Distributed Denial of Service) attacks primarily aimed at disrupting and disabling essential internet services. Cybercriminals can also use web application attacks to steal data for profit. If Universal VR had their own data stored on-site it may limit their exposure to cybercriminality.
- **Oversight/control** – when data is sent to a data centre Universal VR may not have physical control over the data should a break in a link between the data centre and Universal VR HQ occur. Whereas, if they had their own on-site server room, they have physical control over the data and can continue to work until the problem is resolved.
- **Dependence** – Universal VR will be totally dependent on the data centre, If problems arise in the data centre it may adversely affect Universal VR thereby potentially causing disruption to their products and services.

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 a data centre.
- Application is basic with limited reference to Universal VR.
- Analysis of the use of a data centre to store their virtual reality games in one location is basic.
- Evaluation of the use of a data centre 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 a data centre.
- Application is satisfactory with some reference to Universal VR.
- Analysis of the use of a data centre to store their virtual reality games in one location is satisfactory.
- Evaluation of the use of a data centre to store their virtual reality games in one location 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 ([11]–[15]) Good

- Good knowledge and understanding of the use of a data centre.
- Application is good with some reference to Universal VR.
- Analysis of the use of a data centre to store their virtual reality games in one location is good.
- Evaluation of the use of a data centre to store their virtual reality games in one location 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 ([16]–[20]) Excellent

- Excellent knowledge and understanding of the use of a data centre.
- Application is excellent with clear reference to Universal VR.
- Analysis of the use of a data centre to store their virtual reality games in one location is excellent.
- Evaluation of the use of a data centre to store their virtual reality games in one location is appropriate, clear and logically based on a thorough analysis of Universal VR.
- 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. [20]

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6 AO1, AO2, AO3

Responses may include:

An acceptable use policy is a document stipulating constraints and practices that a user must agree to for access to a corporate network or the Internet.

Social, moral and ethical issues may include:

- Privacy – Universal VR will have to ensure that their monitoring of employees is not overly intrusive so that they lose all sense of privacy in the workplace. This may create a dilemma for Universal VR regarding the degree of monitoring which the company may deploy. Universal VR will also expect employees to use their time for working and not browsing the internet which may not be related to their role as an employee.
- Software – it is possible to introduce appropriate software to monitor internet usage. Universal VR could collate and analyse the amount of internet time used and what sites are visited. This software can also block sites which are considered inappropriate or offensive. This may be problematic for some employees as the software is dictating to the employee what they can view.
- Equity – Universal VR will earn respect from employees by the establishment of an acceptable use policy clearly defining the use of IT. This in turn creates certainty for the employees that if they step outside the policy specific sanctions may be applied by Universal VR for breach of its policy. Universal VR policy may have a dedicated section on cyber-bullying as it is an increasing mode of bullying amongst employees.
- Legal – a degree of legal protection can be attained for Universal VR if the policy sets out the sanction for breach of policy as well as reinforcing the right of the company to monitor internet usage. Universal VR should ensure that there is an acceptable use policy for their employees prior to using the internet. Universal VR will be liable for employees’ actions.
- Security – Universal VR can achieve a greater degree of security protecting company assets and information thereby ensuring a safer working environment for the employees.
- Data Protection – Universal VR will monitor employees’ use of the internet and sharing of data. This may raise issues in relation to privacy and data-handling. Universal VR will have to ensure that they hold the data collated for the agreed purposes and that it is stored correctly. Only authorised parties can access data.
- Offensive content – employees may differ on what content is defamatory or discriminatory. Universal VR can avoid such disputes by having a clear policy on what is considered offensive or defamatory such as material posted which treats someone less favourably because of their gender, sexual orientation, race, religion or ethnicity.
- Social Media – postings can be made in real time and may not be able to be deleted. This may expose Universal VR to legal action. The acceptable use

policy must be kept updated and take account of technological advances, which may facilitate postings not specifically covered by the current acceptable use policy of Universal VR.

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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 Universal VR in relation to an acceptable use policy for employees.
- Application is basic with limited reference to Universal VR.
- Analysis of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy for employees is basic.
- Evaluation of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy for employees 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 Universal VR in relation to an acceptable use policy for employees.
- Application is satisfactory with some reference to Universal VR.
- Analysis of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy for employees is satisfactory.
- Evaluation of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy for employees is satisfactory.
- Judgement is partially reasoned and supported by the candidate's own knowledge and the analysis and evaluation is given.
- 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 Universal VR in relation to an acceptable use policy for employees.
- Application is good with some reference to Universal VR.
- Analysis of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy for employees is good.
- Evaluation of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy for employees is good.
- Judgement is reasoned and supported by the candidate's own knowledge and the analysis and evaluation is given.
- 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 Universal VR in relation to an acceptable use policy for employees.
- Application is excellent with clear reference to Universal VR.
- Analysis of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy is excellent.
- Evaluation of the social, moral and ethical issues for Universal VR in relation to an acceptable use policy for employees is appropriate, clear and logically based on a thorough analysis of Universal VR.

