



Rewarding Learning

ADVANCED
General Certificate of Education
2023

Professional Business Services

Assessment Unit A2 1

assessing

Technology in Business

[APB11]

MONDAY 12 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.

1 AO1

Responses may include:

Manufacturing (Inventory management) technology is a software system for tracking inventory levels, orders, sales and deliveries. It can also be used in the manufacturing industry to create a work order, bill of materials and other production-related documents.

Responses as to how a business could use technology to support inventory management may include:

- To ensure a continuous supply of raw materials to facilitate production.
- To maintain the required quantity of finished goods for smooth sales operation and efficient customer service.
- It permits the purchase of raw materials in quantities which are economical. It also permits the processing of these raw materials into finished goods ensuring the most economical quantity is used, known as economic lot size.
- It helps reduce costs which can be or have been incurred during material handling.
- It helps utilise people and materials efficiently.
- It controls display of the products and services provided to the corresponding customers.

All valid responses will be given credit

[1] basic explanation

[2] satisfactory explanation

[3] good explanation

[4] excellent explanation

(1 × [4] or 2 × [2])

[4]

4

2 AO1

Responses may include:

- Speed – Financial decision making is further aided using money transaction services. This facility enables the business to have real time accuracy which aids the decision making process. The entry of data to online facilities enables the user to make decisions, as the results are automatically uploaded onto for example databases.
- Access – Getting access to data is made easy as information is stored and secured in one location. In terms of security the use of passwords can assist by restricting access. User profiles ensure security of information. A disadvantage is that documents generated become over complex and pose problems for users.
- Technical support – Companies often use similar software which makes technical support readily available, example the support system and wizard feature for troubleshooting. This may lead to a reduction in the need for of technical support.
- Forecasting – Financial technology activity can also be used to predict rising and falling demand. This information can be used to predict the future for a business and to identify trends/areas which are weaker or require added input.

All valid responses will be given credit

[1] basic description of how technology can support financial decision making in a business

[2] good description of how technology can support financial decision making in a business

(4 × [2])

[8]

8

Responses may include:

Client needs

- 24/7 – Desert Island Travel Services is open 24/7 to receive emails and send an automated response to inform customers that they are likely to give a reply within a specified timeframe or if they are out of the office.
- Automatically creates entries – in Desert Island Travel Services and their clients' address book it automatically creates entries for every message they send or receive.
- Delivered or read – Desert Island Travel Services and clients can use email as a means of communication. It permits confirmation as to whether email has been delivered and/or read by the intended recipient.
- Record – Desert Island Travel Services and their clients will keep a record of messages and replies, including details of when a message was received.
- Accessible – Desert Island Travel Services and their clients can access emails anywhere online. They can check emails using a variety of devices, e.g. mobile phones, iPads etc.

Users

- Bulk email – email can be sent to multiple Desert Island Travel Services customers at the same time. Could be sent to the wrong person. May contain sensitive information.
- Customer interaction – Desert Island Travel Services can deliver improved customer service and respond effectively to queries. Any response dealt with in a short-time frame will reinforce the notion of a business putting client needs first.
- Loyalty – Desert Island Travel Services can build positive relationships with their customers through email. Customers will remain loyal when they believe their needs are being catered for efficiently.
- Attachments – can be sent or received via emails. Attachments may include important information which is being gathered on behalf of the government such as confirmation of vaccinations/visa entry requirements etc.

Time

- Email is easy and quick to use – an email should reach Desert Island Travel Services clients instantaneously. Response times are generally much quicker than by traditional means, e.g. traditional postal service.
- Digital signatures and encryption – emails aid efficiency by allowing digital signatures and encryption between Desert Island Travel Services and their clients. This permits business to be conducted much more quickly. This also assists faster payments.
- Record – the email will be stored until Desert Island Travel Services and their clients are ready to read it. The sending and receipt of time may be relevant if a dispute arose should the customer wish to make an amendment or cancellation to their services.
- Attachments – can be sent with emails. Attachments may vary in size.

Cost

- Standard cost – sending an email cost the same regardless of distance and the number of people the email is sent to. This method of communication may reduce the cost to both business and customers as well as items being lost in the post.
- Cost – also reduces paper/printing costs as emails can be stored electronically. This may also aid quick retrieval of correspondence
- Free advertising – Desert Island Travel Services can use email to advertise and promote their business.
- Restoring data – if Desert Island Travel Services firewall is breached through email, the retrieval of corrupted data may be expensive.

Security

- Passwords – Desert Island Travel Services and their clients could use passwords to protect information and attachments.
- Usernames and passwords – Desert Island Travel Services and their clients need to have a username and password to access their emails.
- Spam mail – can overload the email system and cause it to crash.
- Viruses – can spread via email and corrupt stored data

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 effectiveness of email to support communication within Desert Island Travel Services and with their customers.
- Application is basic with limited reference to Desert Island Travel Services.
- Analysis of the effectiveness of email to support communication within Desert Island Travel Services and with their customers is basic.
- Evaluation of the effectiveness of email to support communication within Desert Island Travel Services and with their customers is basic.
- No judgement is made or judgement is limited and may or may not be supported by the candidates own knowledge, analysis and evaluation.
- The quality of the candidate's written communication is basic.

Level 2 ([5]–[8]) Satisfactory

- Satisfactory knowledge and understanding of the effectiveness of email to support communication within Desert Island Travel Services and with their customers.
- Application is satisfactory with some reference to Desert Island Travel Services.
- Analysis of the suitability of email to support communication within Desert Island Travel Services and with their customers is satisfactory.
- Evaluation of the effectiveness of email to support communication within Desert Island Travel Services and with their customers is satisfactory.
- Judgement is partially reasoned and supported by the candidate's own knowledge, analysis and evaluation.
- The quality of the candidate's written communication is satisfactory.

Level 3 ([9]–[12]) Good

- Good knowledge and understanding of the effectiveness of email to support communication within Desert Island Travel Services and with their customers.
- Application is good with reference to Desert Island Travel Services.
- Analysis of the effectiveness of email to support communication within Desert Island Travel Services and with their customers is good.
- Evaluation of the effectiveness of email to support communication within Desert Island Travel Services and with their customers is good.
- Judgement is partially reasoned and supported by the candidate's own knowledge, analysis and evaluation.
- The quality of the candidate's written communication is good.

Level 4 ([13]–[16]) Excellent

- Excellent knowledge and understanding of the effectiveness of email to support communication within Desert Island Travel Services and with their customers.
- Application is excellent with clear reference to Desert Island Travel Services.

AVAILABLE
MARKS

- Analysis of the effectiveness of email to support communication within Desert Island Travel Services and with their customers is excellent.
- Evaluation of the effectiveness of email to support communication within Desert Island Travel Services and with their customers is appropriate, clear and logically based on a thorough analysis.
- Judgement is fully justified and informed by candidates own knowledge, analysis and evaluation.
- The quality of the candidate’s written communication is excellent. [16]

16

4 (a) AO1, AO2

Responses may include:

Confidentiality

- Confidentiality is the ability to withhold access to information from those people unauthorised to view it. Only people within Desert Island Travel Services who are authorised to do so can gain access to sensitive data.

Integrity

- Integrity is the ability to ensure that within Desert Island Travel Services’ data is an accurate and unchanged representation of the original secure information.
- Ensuring the authenticity of information is not altered and that the source of the information is genuine.

Availability

- Availability of information refers to ensuring that only authorised parties are able to access the information when needed at Desert Island Travel Services.
- Information only has value if the right people can access it at the right times.
- Back up is key for Desert Island Travel Services. Regularly doing off-site back ups can limit the damage caused to hard drives or natural disasters.

All valid responses will be given credit

[1] principle of keeping data safe identified

[2] principle of keeping data safe to Desert Island Travel Agent identified with basic explanation

[3] principle of keeping data safe to Desert Island Travel Agent identified with good explanation

(2 × [3])

[6]

(b) AO1, AO2, AO3

Responses may include:

Files backed up

- Data back up and recovery should be an integral part of the business continuity plan and information technology disaster recovery plan for Desert Island Travel Services.
- If Desert Island Travel Services did not have a disaster recovery plan they could face a number of consequences:
 1. Time and money wasted collecting and inputting data all over again. There is no guarantee that this data will still be available.
 2. Suitable replacement equipment or premises may not be easily available.
 3. Loss of reputation and credibility for failing to keep data safe.

4. Loss of business, as Desert Island Travel Services may be unable to function normally. A loss of data may lead to transactions not being completed (as there are no records) and as a result customers may go elsewhere.
- Developing a data back up strategy begins with identifying what data to back up, selecting, and implementing hardware and software back up procedures, scheduling and conducting back ups and periodically validating that data has been backed up within Desert Island Travel Services.

Timescale for back ups

- Data should be backed up frequently. Loss of data is unacceptable and could result in large fines. The business impact analysis should evaluate the potential for lost data and define the 'recovery point objective'. Data restoration times should be confirmed and compared with the IT and business function recovery time objectives.
- Desert Island Travel Services generates large amounts of data and these files are continuously updated on a regular basis. If the data is not backed up regularly it can be lost, corrupted, compromised or stolen through hardware failure, human error, hacking and malware. This could result in significant business disruption for Desert Island Travel Services.

Method and location of back up

- Desert Island Travel Services needs to identify data on their network servers, desktop computers and wireless devices that needs to be backed up along with other hard copy records and information. Desert Island Travel Services plan should include regularly scheduled back ups from wireless devices, laptops and desktop computers to a network server. Data on Desert Island Travel Services server can then be backed up. Backing up hard copy vital records can be accomplished by scanning paper records into digital formats and allowing them to be backed up along with other digital data.

Storage methods

- Tapes, cartridges, and large capacity USB drives with integrated data back up software are effective means for Desert Island Travel Services to back up data. The frequency of back ups, security of the back ups and secure off-site storage should be addressed in Desert Island Travel Services' plan. Back ups should be stored with the same level of security as the original data.
- Many vendors offer online data back up services including storage in the 'cloud'. This is a cost-effective solution for Desert Island Travel Services.

Key personnel and roles identified

- Directors of Desert Island Travel Services may have a legal liability, pursuant to the Data Protection Act, if data has been accessed by third parties.
- Senior management have a role in relation to the implementation of policy and procedures.
- Designated senior personnel to deal with it.
- Documentation.

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 main features of a disaster recovery plan that Desert Island Travel Services should have in place.
- Application is basic with limited reference to Desert Island Travel Services.
- Analysis of the main features of a disaster recovery plan is basic.
- The quality of the candidate’s written communication is basic.

Level 2 ([5]–[8]) Satisfactory

- Satisfactory knowledge and understanding of the main features of a disaster recovery plan that Desert Island Travel Services should have in place.
- Application is satisfactory with reference to Desert Island Travel Services.
- Analysis of the main features of a disaster recovery plan is satisfactory.
- The quality of the candidate’s written communication is satisfactory.

Level 3 ([9]–[12]) Good

- Good knowledge and understanding of the main features of a disaster recovery plan that Desert Island Travel Services should have in place.
- Application is good with reference to Desert Island Travel Services.
- Analysis of the main features of a disaster recovery plan is good.
- The quality of the candidate’s written communication is good.

Level 4 ([13]–[16]) Excellent

- Excellent knowledge and understanding of the main features of a disaster recovery plan that Desert Island Travel Services should have in place.
- Application is excellent with clear reference to Desert Island Travel Services.
- Analysis of the main features of a disaster recovery plan is excellent.
- The quality of the candidate’s written communication is excellent. [16]

**AVAILABLE
MARKS**

22

5 AO1, AO2, AO3

Responses may include:

Advantages of cloud storage

- Cost reduction – the largest benefit of cloud storage is cost saving. Desert Island Travel Services can save considerable capital costs because no actual hardware expenditure is required.
- Security – Desert Island Travel Services would use cloud storage as it offers greater security than in-house computing, despite certain high-profile cloud data breaches.
- Data centralisation – projects that are housed in a specific location can be viewed anywhere and at any time by Desert Island Travel Services.
- Ease of accessibility – an Internet cloud infrastructure maximises the business productivity and efficiency by ensuring Desert Island Travel Services application is always accessible.
- Mobility – both facilities can be easily obtained by Desert Island Travel Services staff operating on the premises or at distant locations. All they need is linked to the Internet.
- Unlimited storage capacity – the cloud has computing space that is nearly infinite. Desert Island Travel Services can easily increase the storage space at any time, with nominal monthly charges.
- The high degree of collaboration – the cloud computing infrastructure facilitates convenient and safe communication within Desert Island Travel Services.

- Back up and restore data – once the information is stored in a server, it is simpler for Desert Island Travel Services to provide the back up and retrieval of data, which is otherwise a very time-consuming on-site operation.
- Quick deployment – Desert Island Travel Services infrastructure will be fully functional within a few minutes when they plan to use the cloud. Although the amount of time taken varies, depending on the type of technology used in the business.

Disadvantages of cloud storage

- Vulnerability to attacks – security vulnerability of dealing with cloud computing providers. Any confidential information about Desert Island Travel Services can be exchanged with a third-party cloud computing service provider. This knowledge could be exploited by hackers.
- Downtime – that's because Desert Island Travel Services cloud provider may face power failure, poor access to the internet, maintenance of services, etc.
- Vendor Agreement – Desert Island Travel Services may face severe challenges due to the discrepancies between provider solutions as it wants to switch from one cloud platform to another.
- Platform dependencies – tacit dependence, also known as 'provider lock-in'. Often, deep-rooted discrepancies between provider platforms will make it difficult to switch from one cloud platform to another.
- Variation in Costs: cloud hosting is an inexpensive choice, but it can be expensive if Desert Island Travel Services require more implemented than was in the initial agreement services.
- Internet connectivity – in cloud e.g. space computing, good Internet access is a must. Without an internet connection, Desert Island Travel Services will not have cloud connectivity.
- Lack of support – cloud storage providers struggle to provide clients with sufficient assistance. In addition, they tend to focus on FAQs or online assistance from Desert Island Travel Services which can be a challenging task for non-technical individuals.
- Technical issues – Cloud infrastructure is often vulnerable to instability and other technological problems. Even in terms of retaining high maintenance standards, the best cloud service provider companies can face this kind of challenge.

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 cloud storage systems to store information for Desert Island Travel Services.
- Application is basic with limited reference to Desert Island Travel Services.
- Analysis of the use of cloud storage systems to store information for Desert Island Travel Services is basic.
- Evaluation of how cloud storage could help Desert Island Travel Services store their details 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, analysis and evaluation.
- The quality of the candidate's written communication is basic.

Level 2 ([6]–[10]) Satisfactory

- Satisfactory knowledge and understanding of the use of cloud storage systems to store information for Desert Island Travel Services.
- Application is satisfactory with some reference to Desert Island Travel Services.

- Analysis of the use of cloud storage systems to store information for Desert Island Travel Services is satisfactory.
- Evaluation of how cloud storage could help Desert Island Travel Services store their details in one location is satisfactory.
- Judgement is partially reasoned and supported by the candidate's own knowledge, analysis and evaluation.
- The quality of the candidate's written communication is satisfactory.

Level 3 ([11]–[15]) Good

- Good knowledge and understanding of the use of cloud storage systems to store information for Desert Island Travel Services.
- Application is good with reference to Desert Island Travel Services.
- Analysis of the use of cloud storage systems to store information for Desert Island Travel Services is good.
- Evaluation of the use of cloud storage systems to store information for Desert Island Travel Services is good.
- Judgement is reasoned and supported by the candidate's own knowledge, analysis and evaluation.
- The quality of the candidate's written communication is good.

Level 4 ([16]–[20]) Excellent

- Excellent knowledge and understanding of the use of cloud storage systems to store information for Desert Island Travel Services.
- Application is excellent with clear reference to Desert Island Travel Services.
- Analysis of the use of cloud storage systems to store information for Desert Island Travel Services is excellent.
- Evaluation of the use of cloud storage systems to store information for Desert Island Travel Services is appropriate, clear and logically based on a thorough analysis of from Desert Island Travel Services.
- Judgement is fully justified and informed by candidate's own knowledge, analysis and evaluation.
- The quality of the candidate's written communication is excellent. [20]

20

6 AO1, AO2, AO3

Responses may include:

Social, Moral and Ethical issues:

- Money – people need money to access the internet and buy the latest devices such as computers, smartphones and tablets in order to view the services provided by Desert Island Travel Services. These devices will enable customers to avail of services of Desert Island Travel 24/7.
- Location – access to network and high-speed broadband can vary depending on where you live. Most large towns and cities have good network coverage and access, but rural areas can have limited or no coverage. Without these types of connections, the Internet can be slow or non-existent for potential clients of Desert Island Travel Services.
- IT literacy – knowing how to use technology empowers people to make the most of it. People who don't know how to use computers and the internet do not have the same opportunities as IT literate people.
- Internet access – the Internet provides opportunities for people who want to access information about holidays provided by Desert Island Travel Services
- Motivation – some people may prefer to go and visit Desert Island Travel Services, meaning the app may not appeal to them.
- Technology consumes energy – computers to view or access the services provided by Desert Island Travel Services requires electricity, and most smartphones and tablets require recharging after a few hours of use. People

- on low incomes may not be able to afford these associated costs.
- Technological waste – sometimes devices contain poisonous chemicals and can be an environmental hazard just because people need access to view details from the Desert Island Travel Services website. People on low incomes may end up purchasing less efficient devices.
- Visual impairment – somebody who has a visual impairment may have difficulties accessing viewing Desert Island Travel Services digitally, this may exclude such people from using their 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 social, moral, and ethical issues for Desert Island Travel Services using technology in relation to the digital divide.
- Application is basic with limited reference to Desert Island Travel Services.
- Analysis of the social, moral, and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is basic.
- Evaluation of the social, moral, and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is basic.
- No judgement made or judgement is limited and may or may not be supported by the candidate's own knowledge, analysis and evaluation.
- 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 Desert Island Travel Services using technology in relation to the digital divide.
- Application is satisfactory with some reference to Desert Island Travel Services.
- Analysis of the social, moral, and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is satisfactory.
- Evaluation of the social, moral, and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is satisfactory.
- Judgement is partially reasoned and supported by the candidate's own knowledge, analysis and evaluation.
- 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 Desert Island Travel Services using technology in relation to the digital divide.
- Application is good with reference to Desert Island Travel Services.
- Analysis of the social, moral, and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is good.
- Evaluation of the social, moral and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is good.
- Judgement is reasoned and supported by the candidate's own knowledge, analysis and evaluation.
- 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 Desert Island Travel Services using technology in relation to the digital divide.

- Application is excellent with clear reference to Desert Island Travel Services.
- Analysis of the social, moral, and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is excellent.
- Evaluation of the social, moral, and ethical issues for Desert Island Travel Services using technology with regard to the digital divide is appropriate, clear and logically based on a thorough analysis of Desert Island Travel Services.
- Judgement is fully justified and informed by candidate's own knowledge, analysis and evaluation.
- The quality of the candidate's written communication is excellent. [20]

Total

**AVAILABLE
MARKS**

20

90