

BUSS4 2016: E-commerce

PRACTICE PAPER 1 MARK SCHEME

Section A

01 Relevant answers might include:

- Increased sales
- Lower costs of distribution leading to higher rates of profit
- New marketing channel could expand market share
- Needs/expectations of customers: e.g. to keep up with changing lifestyles of customers – particularly increased online activity including smartphones, tablets and social media
- Security risks of putting data online, e.g. risk to reputation, risk of financial theft, data protection responsibilities and risks of breaches to Data Protection Act
- Organisational culture – does it suit e-commerce?
- Stakeholder needs
- Competitors
- Cost of set-up
- Logistics

May depend on:

- The expectations of customers and their ability/willingness to shop online
- How appropriate the product is to online shopping, e.g. difference between prestige cars and socks
- The nature of e-commerce, whether it is a retailer adopting a business-to-customer website or as a buyer integrating with its suppliers (business to business)
- How well the business is able to fulfil online orders with regard to delivery, stock control and secure transactions
- Search engine optimisation and how visible the site is
- The quality of the website design
- The ability to offer suitable customer service

Good evaluation must make supported judgment based on analysis of whether risks of e-commerce outweigh the benefits. There should be awareness that different retailers have different cultures, customers and competitors.

Consider:

- To what extent can retailers offer a blended approach of e-commerce and traditional retail?
- To what extent can existing retailers leverage their current brand name and image?
- To what extent is it necessary to adopt e-commerce?

Buss4 Research Theme Notes

Marco Casella



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