

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

Annelies Wilder-Smith



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Research Notes Peace Corps (U.S.). Division of Research, *Research Notes* National Institute of Development
Research and Documentation (Gaborone), **Research Notes** American Institute for Research (Pittsburgh, Pa.), 1949
Research Notes - Center for Governmental Research Center for Governmental Research Inc, 197?

Buss4 Research Theme Notes: Bestsellers in 2023 The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous engrossing novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the engaging narratives that have charmed audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can succeed. Buss4 Research Theme Notes : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids absorbing storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of compelling stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and suspenseful novel that will keep you speculating until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

<https://stats.tinkerine.com/data/scholarship/Documents/are%20you%20still%20down%20where%20your%20heart%20belongs%20series%20book%201.pdf>

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