

**BTEC Nationals**

## **IVA – LEARNER INSTRUCTIONS**

**Edexcel Level 3 BTEC National Award/Certificate**

**E-Business**

**E-Business (Applied)**

Unit 1: Introduction to the Internet and e-Business

Unit 2: Internet Marketing

**Issued June 2004**

For use during the remainder of the duration of operation  
of the specification issued for September 2002



## **INSTRUCTIONS FOR LEARNERS COMPLETING IVAs**

1. The Integrated Vocational Assignment (IVA) is a compulsory part of your qualification. If you do not complete the IVA you may not receive your certificate.
2. Your tutor(s) will tell you how long you have to complete the IVA and the access you may have to resources.
3. Read the IVA carefully and make sure that you understand the work you should hand in and what is required of you. If you are uncertain, discuss it with your tutor(s).
4. The IVA requires you to work by yourself and to produce original work. You should not share your work with any other learners. For example, if you produce an illustration or diagram electronically, you should not give it to another learner. Similarly, you should not accept and use such information from others. You are required to sign that the work submitted is your own.
5. If you work in a group at any stage, you must present your own responses to each task for assessment.
6. Information taken from sources for research, e.g. internet and textbooks, must be identified and not presented as your own work. You should list the sources used.
7. Some tasks may require Observation Records/Witness Statements. Your tutor(s) will organise for these to be completed and you must attach these to your submitted work.
8. In presenting your final work, you should not include draft work or reference materials such as handouts, notes and leaflets, unless the tasks specifically ask you to do so.
9. Presentation of your work:
  - Check that you have completed all tasks.
  - Label work with the appropriate task/sub task number.
  - Present tasks in the correct order.
  - Label each page with your name and page number.
  - Submit all electronic materials in paper format
  - Clearly label video or audio tapes submitted as part of your assignment.
  - All papers should be securely bound.
  - The completed IVA should NOT be presented in plastic envelopes, a box file or a lever arch file.

# YOUR ASSIGNMENT TASKS

## Scenario

You have been asked by Dymouth Tourist Board to prepare some answers on how e-business and e-marketing could help promote and raise the number of tourists visiting the area.

The Tourist Board are aware that a number of Tourist Boards have web sites, which contain lots of information about their regions with links to various businesses in their areas, such as hotels, camp sites, hire companies, tour and transport companies, restaurants, etc. They are also aware that many of the businesses offer customers online booking facilities.

Although many of the members of the Tourist Board, the Local Council and Chamber of Commerce believe it is a good idea, they are also aware of the large cost in investing in such a project. They feel they really need some evidence of the benefits of offering such a service to complement their already existing postal, telephone and counter services. Certain members are also rather concerned that the Internet was last year's "fad" and may not be in keeping with the area's character. They feel with all the negative publicity and problems with the World Wide Web, e-tailing and e-marketing, the money may well be better invested in more traditional methods of promotion.

You have been asked to provide answers to numerous questions they believe will need addressing at their next meeting on the proposal, before they can finally consider getting a site designed and set up. They will also need support from the local business community, who will also be encouraged to get themselves web sites.

Given that many of the intended audience tend to know very little about the Internet, the answers must be clearly labelled and written so that they can easily be understood. They require a report giving detailed answers to a series of questions covering the following sections:

- overview of the use of the internet.
- the internet and organisations' aims and objectives.
- the impact of the internet on customers.
- internet opportunities for e-business.
- principles of internet marketing.
- the internet and marketing opportunities.
- how internet marketing benefits customers.
- challenges to be overcome for internet marketing.

You are given the following questions for each of the sections. Wherever indicated please use a range of appropriate organisations to illustrate your answers and include links to the organisations' web sites and web site pages referred to. You must also acknowledge all sources of information used.

### **Task 1: Overview of use of the Internet**

Dymouth Tourist Board would firstly like an overview of the possible range of e-business use.

- a What types of organisations use the Internet and what do they use it for?  
*(Give brief details of a range of organisations and their web sites. Describe what three organisations do and what the purpose of their website is.)*
- b How can a variety of organisations, including those in this industry, use the Internet to support their business?  
*(Give detailed explanations of how three contrasting organisations use the web and how it could be useful for the tourist board.)*
- c What are the critical factors for organisations that are totally web based, and how can they be successful?  
*(Use three organisations to illustrate the advantages and disadvantages and draw conclusions on their degree of success/ failure.)*

**This provides evidence for Unit 1 P1, M1, D1**

### **Task 2: The internet and organisations' aims and objectives**

Dymouth Tourist Board would need to know how organisations can use the Internet to achieve their aims and objectives.

- a How has having a web presence helped organisations achieve their aims and objectives?  
*(Draw upon your research into three organisations.)*
- b In what other ways could the Internet be used differently or further by these organisations to achieve their aims and objectives?  
*(Draw upon the research into the three organisations used above for your detailed analysis.)*
- c To what degree has online operations helped, or hindered businesses, in achieving their aims and objectives?  
*(Again use your research from the same three organisations as above in your evaluation.)*

**This provides evidence for Unit 1 P2, M2, D2**

### **Task 3: The impact of the Internet on customers**

Organisations interact differently with customers online when compared to traditional customer interaction. Dymouth Tourist Board would like to know:

- a What impact does the Internet have on a typical customer when using online interactions?  
*(Draw upon research into three organisations' typical customers.)*
- b What are the pitfalls in using the Internet to interact with existing customers and new potential customers?  
*(Explain the effect on existing and potential customers of three organisations when they use the Internet)*
- c To what extent does having a web presence genuinely improve organisations' quality of customer service?  
*(Again draw upon research into three organisations for your evaluation)*

**This provides evidence for Unit 1 P3, M3, D3**

### **Task 4: Internet opportunities for e-business**

What are the possible Internet opportunities available to improve Dymouth Tourist Board's business operations?

- a What e-business opportunities arise from using the Internet?  
*(Give a range of examples.)*
- b How can the Internet be utilised to improve efficiency, and to increase sales or improve contact with customers?  
*(Draw upon research into three organisations, and give detailed explanations.)*
- c How successful have organisations been in benefiting from Internet opportunities and how might they further improve their use of the Internet?  
*(Draw upon research into three organisations for your critical evaluation.)*

**This provides evidence for Unit 1 P4, M4, D4**

### **Task 5: Principles of Internet marketing**

Dymouth Tourist Board is interested in using the Internet to support and enhance their marketing activities. Therefore in this section, they need to know how Internet marketing differs from and makes use of traditional marketing.

- a How can the Internet be used for marketing?  
*(Draw upon research into three organisations outlining what their marketing activities are.)*
- b How does e-marketing differ to the traditional offline principles of marketing?  
*(Outline the traditional principles of marketing and how they are applied in e-marketing.)*
- c In what different ways can the Internet be used by different organisations?  
*(Compare the Internet marketing activities of three organisations.)*
- d How can e-marketing application enhance organisations' performance?  
*(Evaluate the performance of three organisations' e-marketing strategies.)*

**This provides evidence for Unit 2 P1, M1, D1**

### **Task 6: How Internet marketing benefits customers**

Dymouth Tourist Board would like to know how customers benefit from Internet marketing.

- a How have organisations that have used e-marketing provided benefits to existing and new or potential customers?  
*(Draw upon the research into three organisations.)*
- b How can e-marketing provide existing customers and potential customers with greater freedom of choice?  
*(Draw upon the research into three organisations for your explanation.)*
- c In what ways and to what extent have e-marketing techniques increased consumer power?  
*(Draw upon the research into three organisations for your evaluation.)*

**This provides evidence for Unit 2 P2, M2, D2**

### **Task 7: The Internet and marketing opportunities**

Successful Internet marketing activities could provide Dymouth's tourist industry with many new business opportunities.

- a What are the increased opportunities that could arise from the use of e-marketing?  
*(Draw upon your research into three organisations.)*
- b How successful have organisations been in increasing new business opportunities via e-marketing?  
*(Draw upon your research into three organisations in your analysis.)*
- c What further opportunities could be achieved by more effective e-marketing, and what are the possible further risks involved?  
*(Draw upon your research into the same three organisations for your evaluation and conclusions.)*

**This provides evidence for Unit 2 P3, M3, D3**

### **Task 8: Challenges to be overcome for Internet marketing**

Many of the tourist businesses in the Dymouth area have yet to formally establish online trading because they are aware of the various challenges to be overcome in relation to internet marketing.

- a What are the main challenges presented by e-marketing?  
*(Draw upon the research into three organisations for your outline.)*
- b Why are the e-marketing challenges significant to organisations?  
*(Draw upon the research into three organisations for your explanation.)*
- c Despite the e-marketing challenges, why would organisations continue within their e-marketing operations?  
*(Draw upon the research into three organisations for your evaluation.)*

**This provides evidence for Unit 2 P4, M4, D4**

# ASSESSMENT CRITERIA

For ease of reference, the assessment criteria from the unit specifications that are relevant to assessing and grading this SBA are repeated below.

You should refer to the full unit specification for information on unit content.

## Assessment Evidence Unit

<b>Unit 1: Introduction to the Internet and e-Business</b>		
<b>To achieve a pass grade the evidence must show that the learner is able to:</b>	<b>To achieve a merit grade the evidence must show that the learner is able to:</b>	<b>To achieve a distinction grade the evidence must show that the learner is able to:</b>
<ul style="list-style-type: none"> <li>describe how three contrasting organisations use the Internet for business purposes</li> <li>show how the aims and objectives of three contrasting businesses may be achieved by using the Internet</li> <li>describe the main impact of Internet use on the customers of three contrasting businesses</li> <li>identify the opportunities afforded by Internet use to three contrasting businesses.</li> </ul>	<ul style="list-style-type: none"> <li>explain in detail how three contrasting organisations use the Internet to support their business activities</li> <li>analyse how the aims and objectives of three contrasting businesses may be more effectively achieved by using the Internet</li> <li>explain in detail how the customers of three contrasting businesses may be affected by the use of the Internet</li> <li>explain in detail how use of the Internet may create opportunities for three contrasting businesses.</li> </ul>	<ul style="list-style-type: none"> <li>comment critically on the operations of three organisations that depend totally on Internet activity</li> <li>assess the extent to which Internet use may have supported three contrasting business organisations in the achievement of their aims and objectives</li> <li>evaluate the extent to which Internet operation may improve the quality of service experienced by the customers of three contrasting businesses</li> <li>evaluate the business opportunities created by the Internet for three contrasting organisations.</li> </ul>

(Assessment criteria continued)

<b>Unit 2: Internet Marketing</b>		
<b>To achieve a pass grade the evidence must show that the learner is able to:</b>	<b>To achieve a merit grade the evidence must show that the learner is able to:</b>	<b>To achieve a distinction grade the evidence must show that the learner is able to:</b>
<ul style="list-style-type: none"> <li>• explain how the marketing activities of three contrasting e-businesses illustrate the principles of Internet marketing</li> <li>• identify the principal benefits of Internet marketing to customers of three contrasting businesses</li> <li>• explain how Internet marketing may create new business opportunities for three contrasting businesses</li> <li>• identify key challenges presented by Internet marketing activity in the case of three contrasting businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• analyse ways in which the Internet marketing activities of three contrasting businesses build upon conventional offline marketing principles</li> <li>• explain ways in which Internet marketing offers customers of three contrasting businesses greater freedom of choice</li> <li>• analyse ways in which Internet marketing has created new business opportunities for three contrasting organisations</li> <li>• explain in detail why Internet marketing may present challenges for three contrasting businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• evaluate how the performance of three contrasting businesses may be enhanced through application of the principles of Internet marketing</li> <li>• evaluate the extent to which Internet marketing may increase consumer power in the case of three contrasting businesses</li> <li>• evaluate the potential contribution of an Internet marketing strategy to the overall performance of three contrasting businesses</li> <li>• evaluate the circumstances under which three contrasting businesses might implement Internet marketing despite the challenges encountered.</li> </ul>