# Coursework commentary 2017–18

## CO3323 Electronic commerce

## Coursework assignment 2

### General Comments

Overall performance on this coursework assignment was satisfactory. Once again, it is important that students ensure they include references to any information they are citing from other sources within the text of their report. Good referencing practice requires acknowledging sources within the text itself and not just a reference list or bibliography at the end of the assignment. Students are also reminded to pay attention to the presentation of their coursework assignments.

This coursework assignment consisted of three questions. The marks allocated to each of these questions differed. It was therefore important for students to take into account how many marks were available for each section and adjust their answers accordingly.

### Comments on specific questions

#### Question 1

#### Technical issues

This was a straightforward question and was only apportioned ten marks. Some students chose to answer this question by setting up a table in which they put the criteria on which the outsourcing decision would be based, and then discussed the relevant advantages and disadvantages of outsourcing this development on that decision. This was appropriate and provided for a very clear view of both aspects of the argument. Equally the advantages and disadvantages of co-location of services could be dealt with in the same way.

#### Question 2

#### Development issues

This question required detailed answers. Many students did not pay sufficient attention to answering all parts of the question. Generally, students answered the first two sub-questions well i.e. the planning and app development for their idea, including detailed activities and milestones for each of the two phases. However, many students gave less attention to the last two phases – failing to adequately describe both the activities and milestones associated with the implementation and social media development of their plan. As this question was worth 40% of the overall marks, students were expected to give full answers to all parts of the question.

## Question 3

## Marketing issues

This question was well answered. Students gave detailed descriptions of the five marketing tools proposed in the question. In answering this question students frequently sourced their descriptions of each of these marketing tools from academic sources. This was very appropriate and was well done. However, many students failed to identify within their own text where the sources of this information were drawn from. Where students directly quoted their description from secondary sources, they need to ensure they put this information in quotation marks.