The parts of this question mostly required analysis and, some of them, problem solving from the students based on the taught material (which is recorded in the lecture notes and suggested reading material) and common knowledge of the business of large corporations, such as Amazon and eBay. However, being this an open-book examination, a large number of the students simply copied sentences from the material and did not provide any analysis or problem solving in their answers, which was very disappointing, obtaining mediocre marks for producing poor answers.

Section A – Question 2

Although a great portion of the coursework focused on the technical aspects of the material, the answers from most of the students did not incorporate the views that should have been developed when solving the coursework. Answers lacked examples, and were mostly vague and unclear, revealing immaturity in the approach to learning, as well as lack of reading.

As a result, the average mark for this particular class was below 60%.

Please see John Keane for feedback on his questions.