GRADING METHODOLOGY

V.5 – 02/2024

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GRADING ATTRIBUTES

The three core attributes in our grading methodology are understanding, structure, and selection & coverage.

UNDERSTANDING

Demonstration of full understanding of key facts, concepts or empirical data, with insightful analysis of theories and concepts and a high level of methodological skill.

SELECTION & COVERAGE

Extensive range of sources used and applied, highly insightful and of outstanding quality, fully justifying experience in the field.

STRUCTURE

Excellently structured, focused and well written presentation with compelling arguments. Whenever required, tables, charts and diagrams are presented with clarity and methodology.

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CERTIFICATE AWARDS

We offer 3 Award Levels when successfully passing each of our 3 exam levels. These consist of a Pass Award, Merit Award and Distinction Award.

PASS

A **Pass Award** Level indicates that the candidate has successfully demonstrated their commerce expertise and experience according to our grading scale and attributes, being able to perform a well-rounded approach in the commerce industry. When offered for our Level 1 and 2 exams (multiple choice) this award level represents a submission which is **above our minimum threshold**.

MERIT

A **Merit Award** Level is achieved by candidates who demonstrate a higher degree of expertise and experience in the commerce industry above a Pass Award Level, by performing highly in their holistic approach and experience throughout the whole exam, which indicates an above average level of knowledge. When offered for our Level 1 and 2 exams (multiple choice) this award level represents an **above average passing score**, indicating that they are in a top-ranked range of knowledgeable professionals.

DISTINCTION

A **Distinction Award** is our highest pass level that is attainable. It indicates that the candidate is now a member of a very small and exclusive cohort of people who are in the top percentile of CMX and CAC Candidates and/or Titleholders. Candidates who consistently and mainly demonstrate excellence of expertise and outstanding experience according to our grading scale are able to achieve this degree. When offered for our Level 1 and 2 exams (multiple choice) this award level represents a result which is in the **highest percentile** available in the certification path.

LEVEL 1

CMX Level 1
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CAC Level 1
COMMERCE ARCHITECTURE CERTIFICATION

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CMX AND CAC LEVEL 1

The exam consists of 120 equally-weighted multiple choice questions, which can come in any of the following formats: a) 5 alternatives; b) 4 alternatives; c) True or False; or d) Fill in the blanks. Questions and answers are in English only.

This exam also incorporates a **point deduction marking system** - this means that each correct answer will award 1 point to the candidate, whereas each incorrect answer may deduct up to 1 point from the candidate. The final result is then based on the number of correct answers and incorrect answers that the candidate achieves.

To pass CMX or CAC Level 1, the candidate must have a **minimum score of 70% overall**, and a minimum of **55% in each knowledge dimension**. This is required to assess the candidates' holistic knowledge and capability to navigate through the multiple dimensions.

For example, if a candidate scores 80% on the exam but gets only 20% of the questions correctly in one of the dimensions, that person would still fail.

EXAMPLE OF POINT DEDUCTION MARKING SYSTEM

The point deduction marking system is in place to reduce guessing and remove bias of the questions in our examinations. Please note that **there will always be only one correct alternative**, whereas the incorrect alternatives may deduct up to one point. Consider that answers which pose a risk to the business, indicate concepts contrary to the question's intent, or are completely inapplicable will always result in point deductions. **Note that an answer left blank will not award or deduct points**.

> **On a product page, which of the following actions is the best to increase the conversion rate?**
>
> A) Adding a link to a questionnaire about the product.
>
> B) Offering complementary products as recommendations.
>
> C) Having a beautiful page with different buttons to call the attention of the prospect.
>
> D) Hiding customer reviews, as they are too artificial. ← *This alternative would deduct 1 point as hiding customer reviews is a bad practice for conversion rate optimization.*
>
> E) Calling the attention of the prospect with temporal benefits such as free shipping only until a predetermined time. ← *This alternative is correct and would sum 1 point*

LEVEL 2

CMX Level 2
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CAC Level 2
COMMERCE ARCHITECTURE CERTIFICATION

CMX AND CAC LEVEL 2

The exam consists of 40 equally-weighted multiple choice questions, which can come in any of the following formats: a) One case with 5 alternatives; b) Multiple True or False statements; c) Multiple response style; d) practical exercises, such as API calls, in which case, would not be a multiple choice question; or e) Complex cases with 4 different questions, each with 4 alternatives. Questions and answers are in English only.

This exam also incorporates a **point deduction marking system** - this means that each correct answer will award 1 point to the candidate, whereas each incorrect answer may deduct up to 1 point from the candidate. The final result is then based on the number of correct answers and incorrect answers that the candidate achieves. Note that the format of Multiple True or False statements can award partial points, whereas other formats only award full points.

To pass CMX or CAC Level 2, the candidate must have a minimum score of 70% overall, and a minimum of 55% in each knowledge dimension. This is required to assess the candidates' holistic knowledge and capability to navigate through the multiple dimensions.

For example, if a candidate scores 80% on the exam but gets only 20% of the questions correctly in one of the dimensions, that person would still fail.

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EXAMPLE OF POINT DEDUCTION MARKING SYSTEM

The point deduction marking system is in place to reduce guessing and remove bias of the questions in our examinations. Please note that incorrect alternatives may deduct up to one point. Consider that answers which pose a risk to the business, indicate concepts contrary to the question's intent, or are completely inapplicable will always result in point deductions. **Note that an answer left blank will not award or deduct points**.

A company that operates with franchisees and re-sellers/retailers announced that they would implement an ecommerce operation all over the country. Their franchisees and re-sellers/retailers are threatened by this announcement.

Which of the following are actions that should be taken to ensure the success of the ecommerce business as well as of their current re-sellers/retailers?

I) Integrate the franchisees into the marketplace by having the stores as pick up points and fulfillment centers, providing them the opportunity for in-store cross-selling

← *This alternative is correct and would sum 1 point*

II) Explain to them that ecommerce is a growing trend globally, and it is necessary to take part in this evolution

III) Ensure them that the price won't be cheaper online

← *This alternative is correct and would sum 1 point*

IV) Ensure that the ecommerce operation only sells the products that the resellers and franchisees do not have in their portfolio

← *This alternative would deduct points as having the ecommerce portfolio reduced would not ensure its success*

V) Ensure that the company will have exclusive promotions for the ecommerce channel

VI) Use geo-location features so customers can select the stores that are closer to them, thereby improving SLA and opportunity for upsell/cross-sell

← *This alternative is correct and would sum 1 point*

LEVEL 3

CMX Level 3 — COMMERCE MANAGEMENT CERTIFICATION

CAC Level 3 — COMMERCE ARCHITECTURE CERTIFICATION

CMX AND CAC LEVEL 3

The Level 3 title exam consists of 10 essay type questions, reflecting real challenges that commerce professionals may face in their daily routines. Questions and answers are in English only.

The minimum score to pass the CMX or CAC Level 3 exam is set after each exam administration. The purpose of this approach is to ensure fairness to candidates as the difficulty of each exam is taken into account when setting the minimum score to pass.

The Exam Grading Board grades anonymously using a method called double-blind marking for essay type questions. It consists of two different graders marking the same candidate, which is anonymous. This method ensures a non biased approach and encourages internal scrutiny and marking integrity.

The grading is carried out solely based on what is written in the examination.

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CMX AND CAC LEVEL 3 EXAM GRADING SCALE

UNDERSTANDING	STRUCTURE	SELECTION & COVERAGE
Outstanding		
Demonstrates extensive originality in theories and concepts, with authoritative and full understanding of key facts and concepts. Insightful and deep analysis of the data presented in the scenario.	Excellently structured, focused and well written presentation. Answers are compelling and coherent, with a high degree of precision and methodological rigour.	Highly independent answer with critical judgement shown. Outstanding accuracy in selecting elements to support the solution presented. Real world examples cited with previous experience discussed in direct relation to the problem.
High-performing		
Extensive analysis and knowledge of theories and concepts surrounding the scenario. Critical thinking in evaluating the given problem, by understanding intricacies related to commerce.	Thorough presentation of coherent arguments with methodological skill. Well structured response to the scenario.	High degree of experience demonstrated, relevant to solving problems in a holistic way. Thorough presentation of empirical data. Evidence displayed for independent and critical evaluation.
Average		
Good understanding of key facts and concepts, showing evidence of further developed analysis. Some concepts are under-developed or briefly explained.	Structured presentation with limited but well presented coherent arguments.	Demonstrates evidence of empirical data and theoretical discussion related to the problem. Selection of past experience is appropriate and relevant.
Unsatisfactory		
General knowledge demonstrated of key concepts but lacks detail and breadth. Minimal analysis presented with missing elements of robustness.	Minimally structured with insufficient number of coherent arguments.	Limited empirical knowledge of market scenarios. Own experience presented with unsatisfactory sources.
Incorrect or Under Developed		
No understanding demonstrated in relation to the problem given and no analysis of the situation presented.	No structure, lack of comprehensive arguments and no written skills demonstrated.	No market / industry sources or previous experience displayed.

The attributes of Understanding and Selection & Coverage represent 40% of the overall mark each. Structure represents 20% of the mark.

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