



Mark Scheme

Sample Assessment Materials

Pearson LCCI
Level 3 Certificate in Business and
Administration (VRQ) (ASE20072)

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General marking guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.

1 (a) (ii)-(iii)

RL/Candidate's initials

Examination date

Mrs Sandhu

Space for address

Dear Mrs Sandhu

Robert Lloyd, the Manager of Village Buses, has asked me to write to you regarding your complaint about how you were treated by one of our bus drivers.

I understand the driver was abusive to you as you boarded the 11 am bus on *(include correct date one week ago today)*. Village Buses is very concerned and sorry that you feel you were treated badly by one of our staff. All staff at Village Buses are encouraged to value customers.

Mr Lloyd is anxious to establish the facts and resolve your complaint as quickly as possible. Please let me have details of the incident. As soon as we have all the relevant information Mr Lloyd will talk to the driver concerned.

Please accept our apologies for the embarrassment and upset this incident has caused you.

Yours sincerely

(Candidate's name)

Customer Services Team Leader

Question number	Answer	Mark
1(a)(i)	<p>Award 1 mark for recognising and including the information regarding Mrs Sandhu and the incident on the bus including the time of the incident</p> <p>Award 1 mark for stating the correct date of the incident (exactly one week before the examination date)</p>	(2)

Question number	Answer	Mark
1(a)(ii)	<p>Award 1 mark for choosing to use a letter as the form of communication</p> <p>Award 1 mark for using the correct layout of the document as shown in <i>Appendix 1</i> in the specification</p> <p>Award 1 mark each for correct tone and vocabulary in the letter – including using vocabulary relating to the specific purpose of the communication, e.g. in this scenario a formal tone, 'the driver was abusive' and apologising</p>	(4)

Question number	Answer	Mark
1(a)(iii)	<p>Award 1 mark for spelling 'Sandhu' correctly</p> <p>Award 1 mark for non-inclusion of irrelevant information, i.e. 'visiting her sister, having just finished her shopping'</p>	(2)

Question number	Answer	Mark
1(b)	<p>Award 1 mark for each correct reason given for sending a letter, i.e. a letter is an external document and this is a formal communication</p>	(2)

Question number	Answer	Mark
1(c)	<p>Explain what is meant by a mission statement and why it is important that Village Buses has one.</p> <p>Explanation:</p> <ul style="list-style-type: none"> • describes the company's core purpose (1) and values (1) • is the framework (1) within which the company's strategies are formulated (1) • represents the company's vision (1) and how it would like to be seen by its customers (1) <p>Why it is important:</p> <ul style="list-style-type: none"> • a constant reminder to employees of why the company exists (1) and what the owners envisioned when the company was set up (1) • it will inspire employees to see their role in making the mission a reality (1) and will be motivating to employees (1) • serves as a basis for business planning (1) to help towards achieving business aims (1) • attracts potential investors (1) because it helps to define what is unique about what the company is doing (1) • reassures customers that the company is committed to its purpose (1), especially if customers share the same values (1) 	<p>(1 × 2)</p> <p>(2 × 2)</p> <p>(6)</p>

Question number	Answer	Mark
1(d)(i)	<p>Explain why it is important to have business objectives:</p> <p>so that there are clearly defined targets (1) and so that plans can be made to achieve these targets (1)</p> <p>helps ensure that all employees are working towards the same targets (1) which will lead to an efficient workplace and profitable company (1)</p> <ul style="list-style-type: none"> • employees will understand what is expected of them (1) as minimum standards can be set (1) <p>OR progress can be reviewed to judge success (1)</p>	<p>(6)</p>

Question number	Answer	Mark
1(d)(ii)	Identify three key business objectives that Village Buses is likely to have: <ul style="list-style-type: none">• increasing profits by cutting costs (1)• keeping costs to the public low (1)• improving the public image of Village Buses (1)• valuing customers (1)	(3)

Question number	Answer	Mark
2(a)	<p>Explain why it is important to keep the diary up to date. Any two acceptable responses from:</p> <ul style="list-style-type: none">so that resources aren't double-booked (1) and are available for each meeting (1)so that all members of staff know what activities are planned (1) and who will be attending them (1)so that members of staff can check their current availability (1) before booking new meetings/ events/annual leave (1)• so that members of staff can check the availability of colleagues (1) if booking an appointment for them in their absence (1)	(4)

Question number	Answer	Mark
2(b)	<p>Explain why an electronic diary system might be more appropriate for Laura and her staff than a manual system.</p> <p>An electronic diary system could be more appropriate for Laura’s office because it has more features than a manual system:</p> <ul style="list-style-type: none"> calendars can be shared among colleagues electronically (1) and staff diaries can be checked onscreen at a glance (1) • electronic diaries can be linked to email (1) ensuring that meeting documents can be sent at the time the meeting is booked (1) • daily reminders can be programmed, alerting staff to appointments for that day as soon as the computer is switched on (1); staff can then review and if necessary re-schedule the appointment immediately (1) <p>A manual system may not be appropriate for Laura’s office because:</p> <ul style="list-style-type: none"> • entries will be written by hand which may be difficult to read (1), causing confusion and unnecessary checking (1) • availability for meetings will need to be checked either in person or by telephone/email (1), which will be time consuming (1) • staff will need to physically check the diary each day to ensure that appointments are entered/amended (1), this could cause a problem if staff are out of the office (1) OR someone has borrowed the diary and not placed it back on the desk (1) • meeting documents/confirmation of appointments will need to be printed/copied for each member of staff (1), causing delays (1) 	(12)

Question number	Answer	Mark
2(c)	<p>Describe three advantages of Laura taking space at an exhibition:</p> <ul style="list-style-type: none"> • would be industry-specific (1) so potential customers could be targeted (1) • access to the media (1), from which free advertising may result (1) • relationships can be established (1) and customer 	

	base can be broadened (1) • customer database can be created (1) and follow-up contact can be made (1)	(6)
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Question number	Answer	Mark
2(d)	Identify three sources of information Laura could use to find suitable exhibitions at which to show her products: <ul style="list-style-type: none"> • newspapers/magazine articles/publications • Internet websites • trade and professional bodies • agents • consultants • network groups 	(3)

Question number	Answer	Mark
3(a)	<p>Explain five reasons why it is important to take the ideas and opinions of the team into account during discussions:</p> <ul style="list-style-type: none"> • a range of ideas will add value to the discussion (1) and may result in more innovative solutions, which is important for a hi-tech business (1) • each member of the team will have different experiences/expertise (both personal and professional) (1) which can be drawn on to solve problems/generate ideas (1) • if staff feel they are being listened to they are more likely to contribute ideas (1), which will result in a greater range of ideas to choose from (1) • team members will feel more valued (1) and therefore be more motivated (1) • if staff are more motivated they will work harder (1) so they will be more productive and more likely to complete the contract on time (1) • feelings of ownership of outcomes are developed amongst those who have contributed (1), so staff are more likely to embrace new ideas/changes (1) 	(10)

Question number	Answer	Mark
3(b)	<p>Describe five strategies you could use to motivate the team Award 1 mark for each strategy plus 2 marks for the expansion of each strategy:</p> <ul style="list-style-type: none"> • recognise effort and achievements (1) by giving staff members more opportunity to use their own initiative (1), which will make them feel more valued (1) • provide a positive, open environment (1) where you are available to listen to staff problems (1) and are able to suggest solutions (1) • work with the team to set clear, realistic goals and expectations (1) which are clearly communicated (1) so that the team has ownership (1) • provide necessary resources (1) in terms of equipment/training/support and coaching (1) so that the team knows they are able to meet goals set (1) • hold regular team meetings (1) to provide positive feedback, encourage contributions (1) and highlight successes (1) 	(15)

Question number	Answer	Mark
4(a)	<p>Describe your role during the meeting:</p> <ul style="list-style-type: none"> • welcome attendees (1), keeping a record of those present (1) • ensure all attendees have the necessary documents (1) and have some spare copies available in case they don't (1) • take the minutes/notes of the meeting (1), ensuring any misunderstandings are clarified (1) • dispose of any confidential meeting documents at the end of the meeting (1), ensuring that no papers are left lying around (1) 	(8)

Question number	Answer	Mark
4(b)	<p>Describe the impact of job share when scheduling activities and resources for your team:</p> <ul style="list-style-type: none"> • job-share employees may share resources (1), reducing costs for Travel Today (1) • job-share employees may not be available for meetings (1), meaning that decisions may be delayed (1) • confusion may arise and work delayed (1) as job-share staff will need handover time (1) 	(10)

Question number	Answer	Mark
4(c)	<p>Identify seven benefits for Travel Today of continuously improving their information systems:</p> <ul style="list-style-type: none"> • ensures that the system continues to meet organisation and user needs (1) • improves efficiency (1) • ensures that new organisation and user needs are accommodated (1) • system is modified to remove unwanted functionality and information (1) • ensures all requirements for relevant legislation are followed (1) • feedback on performance of information systems can be collected (1) • feedback can be evaluated and development needs can be prioritised (1) • information can be updated to enable further system development (1) • systems can be updated so that reports can be printed out as the need arises (1) 	(7)