

Pearson LCCI

Certificate in Business Administration (VRQ) Level 3

Sample assessment material for first teaching
June 2012
Time: 2 hours 30 minutes

Paper Reference
ASE20072

Complete the details below in block capitals.

Candidate name

Centre Code

Candidate Number

Candidate ID Number

Total Marks

You do not need any other materials.

Instructions

- Use **black** ink or ball-point pen
– pencil can only be used for graphs, charts, diagrams, etc.
- **Fill in the boxes** at the top of this page with your name, candidate number, centre code and your candidate ID number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– there may be more space than you need.

Information

- The total mark for this paper is 100.
- There are 4 questions in this question paper.
- The marks for **each** question are shown in brackets
– use this as a guide as to how much time to spend on each question.
- You may use an English or bilingual dictionary.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions. Write your answers in the spaces provided.

1 You work as the Customer Services Team Leader in the office of a local bus company, Village Buses.

Your Manager, Robert Lloyd, has handed you details about an incident which occurred on one of the buses a week ago today at 11 am. According to Mrs Sandhu, a passenger, the driver was abusive to her as she boarded the bus. She was visiting her sister having just finished her shopping.

Robert Lloyd is very upset about this as his staff are encouraged to value customers and the company's mission statement supports this. He has asked you to contact Mrs Sandhu to find out exactly what happened and apologise. He will then talk to the bus driver concerned.

- (a) Produce the written communication that Robert Lloyd has requested. In producing the written communication you must:
- (i) include the relevant information indicated in the scenario (2)
 - (ii) use the appropriate layout, tone and vocabulary to suit the purpose of the communication (4)
 - (iii) check the accuracy of the communication. (2)
- (b) State **two** reasons why you have chosen to use the form of written communication you produced. (2)

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At the next staff meeting Robert is planning to remind all drivers of the company's mission statement and also the importance of the company's business objectives.

- (c) Explain what is meant by a mission statement and why it is important that Village Buses has one.

(6)

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(d) (i) Explain why it is important to have business objectives.

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(ii) Identify **three** business objectives that Village Buses is likely to have.

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2 You and three other staff work for Laura Davies who has just set up a graphic design company. At a recent staff meeting, the problem of everyone using one manual diary, and the need to organise an event to encourage more business, were identified as needing to be urgently addressed.

(a) Explain why it is important to keep the diary up to date.

(4)

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(b) Explain why an electronic diary system might be more appropriate for Laura and her staff than a manual system.

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(c) Describe **three** advantages of Laura showing her products at an exhibition.

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(d) Identify **three** sources of information Laura could use to find suitable exhibitions at which to show her products.

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3 You lead the administrative team in the Research and Development Department of Hilger Scientific Instruments. An important contract is due to be completed very shortly. However, there have been problems within the team. The team feel they are not being listened to and motivation amongst team members is low.

(a) Explain **five** reasons why it is important to take the ideas and opinions of the team into account during discussions.

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(b) Describe **five** strategies you could use to motivate the team.

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(Total for Question 3 = 25 marks)



4 Travel Today is an online travel agency specialising in last-minute travel deals. A meeting has been called to review work practices and discuss improvements to information systems. You will organise the meeting and attend as the Managing Director's Personal Assistant to provide administrative support.

You are also responsible for leading a team of three administrative staff.

(a) Describe your role during the meeting.

(8)

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(b) Two of the administrative staff job share. Describe the impact of job share when scheduling activities and resources for your team.

(10)

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(c) Identify **seven** benefits for Travel Today of continuously improving their information systems.

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TOTAL FOR PAPER = 100 MARKS

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