

**Pearson LCCI  
Level 2 Certificate in Business  
Administration (VRQ)**

**Model Answers**  
Series 2 2013 (ASE20071)

## **Level 2 Certificate in Business Administration Series 2 2013**

### **How to use this booklet**

Model Answers have been developed to offer additional information and guidance to Centres, teachers and candidates as they prepare for LCCI International Qualifications. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) Model Answers – summary of the main points that the Chief Examiner expected to see in the answers to each question in the examination paper, plus a fully worked example or sample answer (where applicable)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

Teachers and candidates should find this booklet an invaluable teaching tool and an aid to success.

Pearson provides Model Answers to help candidates gain a general understanding of the standard required. The general standard of model answers is one that would achieve a Distinction grade. Pearson accepts that candidates may offer other answers that could be equally valid.

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**EDI  
LCCI IQ SERIES 2 EXAMINATION 2013  
BUSINESS ADMINISTRATION (NEW 2012)  
LEVEL 2  
MARKING SCHEME**

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**DISTINCTION MARK 75%**

**MERIT MARK 60%**

**PASS MARK 50%**

TOTAL 100 MARKS

**Question 1**

**Syllabus Topic 3: Communication in Business Organisations (3.3.1), (3.3.2), (3.3.3) and (3.3.4)**

**Syllabus Topic 4: Reception and Mail Services (4.4.1), (4.4.2) and (4.4.4)**

- (a) (i) 1 mark for stating the correct time of the interview (AC3.3.2)  
1 mark for stating the correct date of the interviews (exactly one week from the examination date) (AC3.3.2)
- (ii) 1 mark for choosing to use a letter for communicating the information (AC3.3.1)  
1 mark for the correct layout of the document as shown in the Appendix in the syllabus (AC3.3.3)  
1 mark each for correct tone and vocabulary in the letter - includes using vocabulary relating to the specific purpose of the communication e.g. in this scenario using a formal tone and 'inviting candidates for interview' and 'post of Mail Room Supervisor' (AC3.3.3)
- (iii) 1 mark for spelling 'Holness & Oberton' correctly (AC3.3.4)  
1 mark for not including irrelevant information i.e. 'He was the only candidate suitable for interview' (AC3.3.4)
- (b) 1 mark for each correct reason given i.e. a letter is an external document and this is a formal communication (AC3.3.1)
- (c) (i) Describe external mail services available for sending mail to customers.
- Courier services (1) couriers will collect and deliver mail and packages and a fee will be charged if using an external courier (1)
  - Tracking services (1) a tracking number is issued when requesting this service so mail can be tracked to confirm that delivery has been received (1)
  - Same day delivery (1) for an additional fee mail can be delivered same day (1)
  - Prepaid services/Business reply (1) pre-printed and postage paid envelopes and cards can be used by the organisation so that each item doesn't need to be paid for at the time of use (1)
  - Freepost (1) replies by first or second class, free to customers (1)
  - Airmail (1) used to send letters or packages overseas (1)
  - Services requiring signature on receipt (1) as evidence that the package has been delivered and who to (1)
- (Any 3 x 2 marks)
- (ii) Explain why it is important to distribute and despatch mail efficiently:
- To maintain confidentiality of business sensitive information (1) by ensuring it is addressed to the correct person (1)
  - To avoid delays (1) by using the correct service to send mail (1)
  - To ensure mail reaches recipients in good condition (1) by careful selection of packaging (1)
- (Any 2 x 2 marks)

**Question 1 continued**

(iii) **Five** documents used for processing incoming and outgoing mail and packages are:

- incoming mail register
- remittance book
- postage book
- routing/circulation slip
- airway bill

(Any 5 x 1 mark)

**(Total 25 marks)**

## Question 2

**Syllabus Topic 1: Structure of Business Organisations (1.3.1)**

**Syllabus Topic 2: Working in an Administrative Role (2.1.2)**

**Syllabus Topic 5: Business Procedures and Information Management (5.2.3) and (5.2.4)**

(a) Identify **five** activities of a filing clerk.

- Locating/replacing files
- Keeping records of files borrowed and following up
- Following organisation's confidentiality and security procedures
- Removing paper clips before filing
- Repairing files
- Opening new files
- Cross-indexing
- Punching documents
- Archiving

(Any 5 x 1 mark)

(b) State **three** skills required by a filing clerk. For each skill, give an explanation as to why it is important.

- Interpersonal skills (1) to deal with a diverse range of people, including supervisors, colleagues (1)
- Time management skills (1) prioritise tasks and complete work within agreed timeframes (1)
- Communication skills (1) speak and write clearly, to communicate with colleagues at all levels in the organisation (1)
- Customer service skills (1) to deal effectively and professionally with queries (1)
- Organisation skills (1) to organise physical environment and electronic files (1)
- Teamwork skills (1) to build productive relationships with other team members (1)

(Any 3 x 2 marks)

(c) Explain why it is important to protect personnel records.

- Information should be protected for legal reasons (1) and members of staff can take the organisation to court if confidential information about them is released (1)
- Information regarding staff disciplinary records and appraisal information (1) may cause distress to staff should this become general knowledge (1)
- Pay scales and promotion appointments (1) will cause dissatisfaction amongst staff if known (1)
- Contact information (1) staff may be harassed if their contact details are made known (1)
- Sickness and health records (1) distress may be caused if health problems are made public (1)

(Any 2 x 2 marks)

(d) (i) State **two** advantages and **two** disadvantages of manual based systems for the storage and retrieval of information.

### Advantages

- Cost - expensive technical equipment is not required
- Training - fairly easy to learn systems so expensive training is not required
- Security - files can be stored in locked cabinets

(Any 2 x 1 mark)

### Disadvantages

- Cost - much of the equipment is consumable and therefore a repetitive expense
- Space - storing information will use valuable space in the office which could be put to better use
- Security - files cannot be protected with passwords so may be more easily accessed by unauthorised people

(Any 2 x 1 mark)

## Question 2 continued

- (ii) State **three** advantages and **three** disadvantages of electronic based systems for the storage and retrieval of information.

### Advantages

- Cost - once equipment is bought there is very little financial outlay/less paper to purchase
- Space - disks and CD-ROMs store a lot of information in a small space
- Training - most systems require minimal training
- Security - files can be password protected/authorised access levels
- Benefits to business - information can be regularly updated/Information stored on network systems can be easily and quickly located by people in different offices/Avoids the need for multiple copies in various locations

(Any 3 x 1 mark)

### Disadvantages

- Cost - expensive equipment is required which may become obsolete over a period of time
- Training - requires some knowledge of computer operation so training may be required
- Security - information can be corrupted by viruses

(3 x 1 mark)

**(Total 25 marks)**

### Question 3

**Syllabus Topic 1: Structure of Business Organisations (1.1.1) and (1.2.1)**

**Syllabus Topic 2: Working in an Administrative Role (2.2.5)**

**Syllabus Topic 4: Reception and Mail Services (4.3.3) and (4.3.5)**

(a) Describe **two** features of a private limited company.

- Owned by shareholders (1) who are usually family, friends or relatives (1)
- Shareholders may not be able to sell their shares without the agreement of other shareholders (1) and shares are sold privately rather than on the stock exchange (1)
- Shareholders have limited liability (1) so the personal assets of the shareholders will not be at risk of being seized by creditors (1)
- Minimum number of shareholders needed to start a business is only two (1) and the maximum number is 50 (1)
- Controlled by shareholders (1) rather than directors as in a plc (1)
- Continuity of existence (1) business not affected by status of the owner (1)

(Any 2 x 2 marks)

(b) Explain the importance of an organisation chart.

- Reference for staff to identify who reports to who (1) and what the functional areas are (1)
- Identifies the chain of command (1) and span of control (1)
- Shows job roles (1) and levels within the hierarchy (1)

(Any 2 x 2 marks)

(c) (i) Identify **three** reasons why it is important for the receptionist to communicate with visitors in an effective way and the consequences for the organisation of not communicating effectively.

#### Reasons

- To ensure information is understood
- To ensure information is not misleading
- To avoid conflict which may occur from the wrong information being given
- To portray a positive image of the company
- Shows professionalism

(Any 3 x 1 mark)

#### Outcomes for the organisation

- Customer dissatisfaction
- Potential loss of repeat business
- Potential decrease in sales
- Overall reputation of the organisation is spoiled

(Any 3 x 1 mark)

(ii) Identify **three** differing needs visitors may have and how each of these needs can be met.

- Disability (1) - determining special requirements prior to visit/directing to specially adapted entrances or exits/lifts and other facilities for visitors with physical disabilities (1)
- Religion (1) - providing a quiet prayer room for religious observance (1)
- Language (1) - providing an interpreter or finding a colleague who speaks the visitor's language (1)
- Culture (1) - addressing visitors in a particular manner (1)
- Diet (1) - providing refreshments to meet dietary requirements (1)
- Special needs (1) - providing key documents in a special format e.g. bigger font size/Braille (1)

(Any 3 x 2 marks)

### Question 3 continued

(d) State **five** ways of identifying personal development needs.

- Informal feedback from colleagues
- Feedback from customers/visitors to the organisation
- Performance appraisal feedback
- Skills audit
- Personal development planning

(5 marks)

**(Total 25 marks)**



#### Question 4

**Syllabus Topic 2: Working in an Administrative Role (2.2.1) and (2.2.3)**

**Syllabus Topic 3: Communication in Business Organisations (3.1.1) and (3.1.2)**

**Syllabus Topic 5: Business Procedures and Information Management (5.1.3)**

(a) Explain why it is important for all staff to follow health, safety and security procedures.

- So that all stakeholders in a business including employees, customers/clients, visitors and employers (1) are protected from risks (1)
- To prevent damage being caused (1) to company property and data (1)
- To prevent legal action being taken (1) as a result of procedures not being followed (1)
- To ensure there are no interruptions to the smooth running of the business (1) because of accidents which may result in a loss of customers (1)

(Any 3 x 2 marks)

(b) (i) Explain why individual performance monitoring is necessary.

- To assess progress towards achieving targets (1) so that action can be taken if there is a risk of not meeting targets (1)
- To provide feedback and support (1) which relates specifically to the individual (1)
- To identify personal training and development needs (1) so that skills can be improved (1)

(Any 2 x 2 marks)

(ii) Explain why it is important to meet agreed personal targets.

- Personal targets relate to team targets (1) so if personal targets aren't met then the team may fail to meet the team targets (1)
- Improves efficiency (1) because tasks are completed within agreed timelines and to agreed standards (1)
- The need for close supervision and checking is reduced (1) if team members can be relied upon to meet targets (1)
- Builds trust and confidence (1) from line managers and team colleagues (1)

(Any 3 x 2 marks)

(c) (i) You have been asked to send some building floor plans to a client urgently. State the most appropriate communication method to use and give **four** advantages for the method of communication you have chosen.

- Email

(1 mark)

#### Advantages

- Speed - messages are sent and received immediately
- Cost - email within an organisation incurs no cost
- Ability to send attachments
- Email messages can be checked at a range of locations

(Any 4 x 1 mark)

(ii) A video conference will be held with this client to discuss the floor plans. Explain how video conferencing will benefit the business.

- Cost savings can be made (1) travel and accommodation costs eliminated (1)
- Time savings (1) can be set up quickly and with ease/staff will not spend time travelling (1)

(2 x 2 marks)

**(Total 25 marks)**

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