

Mark Scheme (Results)

Series 2 2014

Pearson LCCI Level 2
Business Administration (ASE20071)

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LCCI IQ SERIES 2 EXAMINATION 2014
BUSINESS ADMINISTRATION
LEVEL 2
MARKING SCHEME

DISTINCTION MARK 75%

MERIT MARK 60%

PASS MARK 50%

TOTAL 100 MARKS

Question 1

Syllabus Topic 1: Structure of Business (1.3.1), (1.3.3)

Syllabus Topic 3: Communication in Business Organisations (3.1.3), (3.3.1), (3.3.2), (3.3.3), (3.3.4)

- (a) (i) 1 mark for recognising and including the information regarding the training day (AC3.3.2)
1 mark for stating the correct date of the training day (exactly one week before the examination date) (AC3.3.2)
- (ii) 5 marks for correctly outlining the activities carried out by staff in the stationery store (AC1.3.1)
- Receive requisitions from departments for stationery
 - Order stationery
 - Check deliveries and reporting shortages
 - Store stationery
 - Complete stock record cards
 - Issue stationery
 - Stocktake
 - Deal with out-of-date and damaged stock in line with company policy
 - Keep hazardous stock separately/ or as indicated on the packaging
 - Keep the stationery store tidy
- (iii) 1 mark for choosing to use a memo for communicating the information (AC3.3.1). An email could have been chosen.
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 memo – includes using vocabulary relating to the specific purpose of the communication, e.g. in this scenario - 'Thank you for attending the training day'/'I wish to confirm the information presented about the activities carried out by the staff working in the stationery store' (AC3.3.3)
- (iv) 1 mark each for spelling 'Leah Doherty' and 'stationery' correctly (AC3.3.4)
- (b) 1 mark for each correct reason given i.e. a memo is an internal document and it can be filed for future reference (AC3.3.1)
- (c) The procedures would not be followed (1) stationery would not be ordered and received in time (1) the work of the organisation would be delayed. (1) The consequences of not being understood might be that incorrect stationery would be ordered (1) unused stock may be left on shelves (1) Records may be incomplete (1) and stock may be lost/stolen (1) if a stocktake is not carried out at regular intervals (1)

(Max. of 4 marks)

- (d) Word processing – documents that are word processed will give a good impression to customers (1) high quality documents can be produced in-house (1) information can be displayed effectively (1) document layouts can be standardised (1) a wide range of alternative layouts can be used (1) and time can be saved by recalling the template and using over and over again (1) more accurate documents can be prepared (1) documents can easily be checked (1) editing text is quick and easy (1) text can be copied (1) time saving/corrections can be made quickly (1)

Spreadsheets - numbers can be calculated quickly (1) and accurately (1) projections can be made to facilitate predictions for the future (1) budgets can be monitored efficiently and effectively (1) standard spreadsheets can be set up for particular uses within an organisation (1) e.g. departmental expenses (1)

Database – sets of information can be structured and sorted (1) e.g. customer lists (1) supplier lists (1) employee lists (1) information can be sorted (1) e.g. into alphabetical order (1) Information can be selected (1) e.g. all customers in a particular country (1)

(Any 3 x 2 marks)

(Total 25 marks)

QUESTION 2

Syllabus Topic 1: Structure of Business Organisations (1.1.1)

Syllabus Topic 2: Working in an Administrative Role (2.1.1), (2.1.2), (2.2.1)

Syllabus Topic 3: Communication in Business Organisations (3.2.3)

- (a) Describe two features of a sole trader. (AC1.1.1)
- A sole trader, such as SJB Photographers, is owned (1) and controlled (1) by one person but workers can be employed (1)
 - The owner is personally liable for any debts (1) and may need to pay them out of his own pocket (1) this is called unlimited liability (1)
 - All profits belong to the owner (1) you do not have to share with others (1)
- (Any 2 x 2 marks)
- (b) Identify six items of information you need to organise the meeting with the publishers. (AC3.2.3)
- Date (1) and time (1)
 - Where the meeting will be held (1) at the photographic studio/the publishing offices/the historic home (1)
 - Who will need to be at the meeting (1) these will include Sean Bates, the photographic assistant, people from the publishers and the historic house (1) and if travel needs to be organised (1)
 - Whether refreshments will be needed (1)
 - Prepare any documents required
 - Availability of parking
- (Any 6 marks)
- (c) (i) Describe **three** personal qualities required in your role at SJB Photographers. (AC2.1.1)
- Reliability/responsible/trustworthy (1) the photographer will be out of the studio on occasions and you will be needed in the office during the hours you are contracted to work (1)
 - Flexibility (1) you may be required to work during times outside your normal hours (1) or run errands/make coffee (1)
 - Attention to detail (1) ensuring your work is of a high standard and professionally executed (1) so that a good impression of the business is given to clients/prospective clients (1)
 - Initiative (1) making decisions/acting without waiting to be told (1)
- (3 x 2 marks)

- (ii) Describe **three** skills that are important in your role at SJB Photographers. (AC2.1.1)
- Interpersonal skills (1) being able to deal with clients, suppliers, publishers, colleagues (1)
 - Time management skills (1) prioritising work (1) completing work within agreed timeframes (1)
 - Computer skills (1) prepare documents, databases, presentation software (1)
 - Communication skills (1) speak and write clearly (1) so that you create a good impression with clients (1)
 - Research skills (1) finding accurate information as requested (1)
 - Customer service skills (1) deal with enquiries (1) and meet and greet clients (1)
 - Organisation skills (1) ensure physical environment is tidy (1) and information is organised (1)
 - Multi-tasking skills (1) complete a variety of tasks (1) which may sometimes need to be completed concurrently (1)
- (Any 3 x 2 marks)
- (d) Explain the importance of meeting deadlines at SJB Photographers. (AC2.1.2)
- To show reliability (1) and to reduce the need for close supervision and checking (1) and to improve efficiency (1) and avoid delays (1) so that SJB Photographers will build a positive reputation/image (1) enabling them to attract more clients (1) maintain standards (1) and ensure the smooth running of the business (1)
- (Any 3 marks)
- (Total 25 marks)**

QUESTION 3

Syllabus Topic 2: Working in an Administrative Role (2.3.2)

Syllabus Topic 4: Reception and Mail Services (4.1.2), (4.2.1), (4.2.3)

- (a) Describe **three** ways you can present a positive image for the town council when carrying out your duties in the reception area. (AC4.1.2)
- Dress smartly and in a professional manner (1) personal appearance is important as the receptionist is likely to be the first contact visitors to the council will have (1) and it is important that a good first impression is made (1)
 - Keep the reception area clean and tidy (1) so that visitors will see a well-organised environment (1)
 - Smile so that visitors feel welcome (1) and feel that they are entering a friendly environment (1)
 - Be helpful to visitors to the council offices (1) by directing visitors to where they need to be (1) or arrange for them to be collected (1)
 - Demonstrate good communication skills (1) whether face to face or over the telephone (1) make eye contact and listen to the visitor (1) transfer calls to the correct persons (1) and take accurate messages (1)
 - Follow procedures set by the council (1) to maintain standards (1)
- (Any 3 x 2 marks)
- (b) Explain why it is important to have health, safety and security procedures in the reception area. (AC4.2.1)
- To protect the health and safety of visitors (1) and colleagues (1)
 - To avoid accidents (1) which may result in less time off for staff (1) fewer claims for compensation from visitors (1)
 - Receptionists will know where to get help (1) should a situation develop into a potentially violent incident (1) or a visitor displays unacceptable behaviour (1)
 - To know what to do in an emergency (1) fire/bomb alert (1)
- (Any 3 x 2 marks)

- (c) Describe **four** ways in which confidentiality can be protected in the reception area. (AC4.2.2)
- Turn computer screens away from public view (1) close the screen down (1) when leaving your desk turn the computer off and protect by using a password (1)
 - Keep confidential documents out of sight (1) keep in locked drawers or cabinets (1)
 - Shred any confidential documents (1) instead of putting them in the waste bin (1)
 - Do not discuss confidential information in the reception area (1) either amongst colleagues or over the telephone (1)
 - Never leave visitors alone/deal with visitors promptly (1) information/documents cannot be viewed by visitors (1)

(4 x 2 marks)

- (d) Explain the importance of being able to give and accept constructive feedback within the team. (AC2.3.2)

- Relationships within the team will be improved (1) which may improve individual (1) and team performance (1). Areas which meet/do not meet the required standards will be identified (1) and if improvement is needed this can be implemented by organising training (1) and support can be offered (1)

(Any 5 x 1 marks)

(Total 25 marks)

QUESTION 4

Syllabus Topic 4: Reception and Mail Services (4.3.5)

Syllabus Topic 5: Business Procedures and Information Management (5.1.2), (5.2.1), (5.2.4)

- (a) Describe the types of information Bourne and Sons might keep about its employees. (AC5.2.1)
- Names, addresses and contact numbers (1) together with details of next of kin should they need to be contacted in an emergency (1)
 - References received from previous employers (1) together with information from interviews held at the time of employment (1) and interviews for promotions (1) and transfers (1)
 - Salary and pay scales (1) information resulting from promotion interviews (1)
 - Appraisal outcomes (1) forms completed by the employee as well as the appraiser (1)
 - Disciplinary/grievance information (1) should the employee have been disciplined or had cause to lodge a grievance (1)
 - Sickness and health records (1) including the number of absence days (1)
 - Leave days taken/leave days remaining (1) together with unauthorised absence days (1)
 - Training courses attended (1) or requested (1)
 - Records of criminal activity (1)

(8 marks)

- (b) Explain **four** possible consequences of **not** protecting confidential employee information. (AC5.2.4)

- Unnecessary stress may be placed on staff (1) should personal information become general knowledge/performance may deteriorate (1)
- Staff dissatisfaction could be caused especially if staff feel they are being unfairly treated (1) in terms of salary information/promotion opportunity (1)
- Staff may be harassed at home (1) if personal contact details are shared (1)
- If sensitive information such as health and sickness problems are not protected gossip will take place (1) and distress may be caused to some employees (1)
- If personnel files are accessed by unauthorised staff this could be considered a breach of confidentiality (1) leading to the employee being dismissed (1) fraudulent activity could take place (1)
- Discrimination in the workplace could take place (1) this could have negative repercussions for Bourne and Sons (1) there may be a case for a lawsuit against Bourne and Sons (1)
- Information leaks (1) resulting in fraudulent activity (1)

(4 x 2 marks)

- (c) Explain why there is a need for an induction policy. (AC5.1.2)
- To help newcomers to adjust as quickly as possible (1) to the new working environment (1)
 - To achieve maximum working efficiency (1) in the shortest possible time (1)
 - So workers understand their responsibilities (1) and know what is expected of them (1)
 - Establish rapport (1) because they meet their supervisor and other colleagues (1)
- (4 marks)

- (d) Explain why effective communication with customers is important. (AC4.3.5)
- Information is understood and is not misleading (1) which will ensure that conflicts can be avoided. (1) Portrayal of a positive (1), professional (1), polite (1) and helpful image (1). Customer satisfaction will occur (1) which may lead to repeat business (1), increased sales (1) and a good reputation (1) for Bourne and Sons

(Any 5 marks)

(Total 25 marks)

