

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

Model Answers
Series 3 2013 (ASE20071)

Level 2 Certificate in Business Administration Series 3 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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LCCI IQ SERIES 3 EXAMINATION 2013
BUSINESS ADMINISTRATION
LEVEL 2
MARKING SCHEME

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), (3.3.4)

Syllabus Topic 1: Structure of Business Organisations (1.3.1)

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

- (a) (i) 1 mark for recognising and including the information regarding the presentation to prospective clients (AC3.3.2).
1 mark for stating the correct date of the presentation (exactly one week before the examination date) (AC3.3.2).
- (ii) 1 mark for choosing to use a letter/email for communicating the information (AC3.3.1)
1 mark for 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/email - includes using vocabulary relating to the specific purpose of the communication, e.g. in this scenario - 'follow up on your request for additional information' and 'your attendance at the presentation at Creative Solutions'/'apologies for not responding sooner' (AC3.3.3).
- (iii) 1 mark for spelling 'Bingham' correctly (AC3.3.4).
1 mark for not including irrelevant information, i.e. '2 pm'/'she was busy and didn't make a note of the information he requested' (AC3.3.4).
- (b) 1 mark for each correct reason given (AC3.3.1).
- A letter is an external document **(1)** and this is a formal communication **(1)**/can be filed for future reference **(1)**
 - An email can be sent and received immediately **(1)** and email messages can be accessed from a range of locations/cost effective **(1)**.
- (2 marks)
- (c) Identify **five** activities that may be carried out by staff in the print room (AC1.3.1).
- Photocopying
 - Printing
 - Binding
 - Laminating
 - Producing leaflets and brochure
 - Scanning
 - Collating//stapling/hole punching
 - Enlarging/reducing documents
- (5 marks)
- (d) Explain why it is important that staff in the print room meet the agreed deadlines for tasks (AC2.2.1).
- This is a busy department and deadlines need to be met so that work will not build up **(1)** and put additional pressure on staff **(1)**.
 - Maintain a good reputation **(1)** to keep current customers and attract new ones **(1)**.
 - Reliability **(1)** as this is a central support service, other departments are reliant on the print room completing work to a good standard and on time **(1)**.
 - Missed deadlines will mean the team will not achieve their targets **(1)** and will also impact on the business targets **(1)**.
 - Other departments need to be confident that work sent to the print room will be done on time **(1)** reducing the need to keep checking up to see if the work has been completed **(1)**.

Question 2

Syllabus Topic 1: Structure of Business Organisations (1.1.1)

Syllabus Topic 4: Reception and Mail Services (4.1.1), (4.3.2), (4.4.5)

(a) Describe the features of a Partnership (AC1.1.1).

- Two or more persons may form a Partnership **(1)** with the maximum number of partners being 20 for normal businesses **(1)**.
- A legal document called a Partnership Deed of Agreement will be drawn up **(1)** which will outline the conditions agreed by each partner **(1)**.
- The Partnership Deed of Agreement may include the percentage of profits/losses each partner will incur **(1)** how the business will be ended **(1)**.
- Capital is usually contributed by each partner **(1)** this need not be in equal amounts but will be agreed by each partner **(1)**.

(Any 3 x 2 marks)

(b) Explain why your role as Receptionist is important to Drew and Edwards. (AC4.1.4)

- The Receptionist is the first contact a client will meet when they come into the office **(1)** it is important that they present a professional image **(1)**.
- Occasionally clients are anxious when they come to the office **(1)** the Receptionist will welcome them and make them feel relaxed so that their visit starts off positively **(1)**.
- The Receptionist gives clients information **(1)** which may assist them with their forthcoming meeting **(1)**.
- The reception area is kept clean and tidy, making it a pleasant, comfortable place to wait **(1)** presenting a professional introduction to Drew and Edwards **(1)**.
- Clients will be escorted to their appointments **(1)** reinforcing that it is a professional company **(1)**.
- The Receptionist gives clients necessary health and safety information **(1)** which helps to keep them safe whilst they are on the business premises **(1)**.
- Make and direct telephone calls (1) answer promptly and in a friendly manner (1)
- Acts as a security screen (1) ensures no-one, apart from authorised people, pass the Reception desk without the necessary pass/Receptionist knows who is in the building (1)

(Any 5 x 2 marks)

(c) State **five** guidelines you follow when dealing with visitors (AC4.3.2).

- Smile when greeting visitors/be polite/ helpful
- Speak clearly and slowly, particularly if visitors are non-native language speakers
- Ask who their appointment is with
- Ask them to complete the visitor's book
- Issue a visitor badge
- Inform colleagues that their visitor has arrived
- Direct them to the restroom/toilet
- Direct them to the waiting area and offer magazines
- Offer refreshments
- Keep visitors informed if their appointment is running late
- Organises taxis/transport

(Any 5 x 1 mark)

Question 2 continued

(d) State **four** ways in which you would check and sort incoming mail (AC4.4.5).

- Any mail marked personal, private or confidential should be separated from the rest of the mail and delivered directly to the addressee.
- Parcels are opened and contents checked against delivery notes.
- Procedures are followed for receipt of damaged/broken items.
- All mail is date stamped before distributing to addressees.
- Cheques are recorded and separated from accompanying documents.
- Mail is sorted into departments and placed in pigeon holes.
- Junk mail is disposed of in line with organisational procedures.
- Established procedures are followed for suspicious packages.
- A circulation slip is prepared should mail need to be seen by more than one person/different departments

(Any 4 x 1 mark)

(Total 25 marks)

Question 3

Syllabus Topic 1: Structure of Business Organisations (1.2.2)

Syllabus Topic 3: Communication in Business Organisation (3.1.3), (3.1.2)

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

(a) Describe **two** functions of the Sales Department (AC1.2.2).

- Attract/advertise/marketing **(1)** and retain customers **(1)**.
- Sell goods/increase sales volume/develop new business **(1)** offer sales promotions to encourage customers to buy more products/discounts for customer loyalty **(1)**.
- Process and monitor customer orders efficiently **(1)** so that customers receive their goods in the agreed time **(1)**.
- Supply price lists and catalogues **(1)** using internet which customers/prospective customers can access 24 hours a day **(1)**.
- Communicate regularly with customers **(1)** to ensure relationships stay strong **(1)**.
- Provide an after sales service **(1)** give refunds for poor quality goods/accept returns **(1)**.

(Any 2 x 2 marks)

(b) Identify **five** types of information the Sales Department will keep about customers. (AC5.2.1)

- Names and addresses/location/email/fax addresses
- Key customers who buy large volumes of products
- Information on products bought/ordering patterns so that future sales can be forecast
- Customer feedback, good or bad
- Customer payment history

(5 x 1 mark)

(c) (i) Describe how the Sales Department might use the Internet to sell to customers (AC3.1.2).

The business has a website **(1)** where customers can view products **(1)** and place their orders online **(1)** and pay with debit/credit card **(1)**.

The business can create online catalogues (1) regularly update products for sale (1) review prices (1) and provide a 24 hour service (1)

(4 x 1 mark)

Question 3 continued

- (ii) Explain why it is important for the Sales Department to communicate effectively with customers (AC 3.1.3).
- To maintain good relationships with customers **(1)** ensuring they will continue to buy products from Baldwin & White **(1)**.
 - Time **(1)** and resources **(1)** are not wasted.
 - To better understand customer needs and expectations **(1)** ensuring that customer problems can be solved quickly/ to build good relations **(1)**.
 - To maintain accurate sales and customer records **(1)** to avoid mistakes in fulfilling orders **(1)**.

(Any 3 x 2 marks)

- (d) Describe **three** procedures that could be included in the Waste Management Policy (AC 5.1.2).

- Recycling **(1)** reuse paper/ink cartridges **(1)**.
- Ensure plenty of bins colour coded **(1)** for different types of waste **(1)**
- Double-sided printing **(1)** less paper will be used saving paper costs **(1)**.
- Efficient use of energy **(1)** switch machines off/turn out lights when not in use **(1)**.
- Use email where possible **(1)** instead of sending letters **(1)**.
- Internet use **(1)** catalogues/price lists/advertising will save printing costs/no need to use transport which pollutes the environment **(1)**.
- Meetings can be held using web cams/audio conferencing **(1)** reducing the need for travel and pollution **(1)**.
- Reduce unnecessary packaging **(1)** saving costs/reducing use of plastics which cannot be easily disposed of **(1)**.

(Any 3 x 2 marks)

(Total 25 marks)

Question 4

Syllabus Topic 2: Working in an Administrative Role (2.3.3), (2.3.4)

Syllabus Topic 4: Reception and Mail Services (4.4.3)

Syllabus Topic 5: Business Procedures and Information Management (5.1.1), (5.2.2)

- (a) (i) Explain why it is important that team members are honest with and respectful to each other (AC2.3.3).

- It helps to create a better work atmosphere **(1)** as people are happier and more comfortable within the team **(1)**.
- It helps the team to achieve its objectives **(1)** as team members tend to be more co-operative and motivated if they feel they are respected **(1)**.

(2 x 2 marks)

- (ii) Describe how team members can work together to achieve agreed targets (AC2.3.4).

- If you are not sure about the instructions given **(1)** ask team members/team leader to clarify instructions, if necessary **(1)**.
- If unable to complete a task in the required time **(1)** ask another team member to help you **(1)** or offer help when needed.
- Follow the agreed team procedures for carrying out tasks **(1)** to maintain team standards and consistency **(1)**.
- Offer/accept ideas on the best way to complete tasks **(1)** ensuring all team members are involved completing tasks **(1)**
- Work within the limits of your own responsibility **(1)** this will ensure the team works harmoniously together **(1)**.

- Provide regular progress updates on tasks **(1)** and escalate issues as they arise **(1)**.

(Any 3 x 2 marks)

Question 4 continued

(b) Explain why it is important for the general office to have procedures in place (AC5.1.1).

- Provide the staff with direction **(1)** and consistency **(1)**.
- New employees will be trained more quickly **(1)** therefore reducing the non-productive time spent in training **(1)**.
- Preventing one employee from being the only one who knows how to do a certain task **(1)**; this contributes to business continuity **(1)**.
- As the procedures are documented, they will not be forgotten **(1)** or become distorted **(1)**.

(2 x 2 marks)

(c) Explain why filing needs to be carried out efficiently (AC5.2.2).

- Documents will be found easily **(1)** saving time **(1)**.
- Documents are kept safe/maintain confidentiality **(1)** ensuring they will be available when needed for future reference **(1)**.
- Kept in good condition **(1)** with manual filing some documents might deteriorate because of sunlight **(1)**.
- Comply with legal requirements **(1)** certain documents will need to be kept for a minimum number of years **(1)**.

(3 x 2 marks)

(d) (i) Identify the most suitable type of mail handling service you would use (AC4.4.3).

International Courier Service

NB: Accept relevant country specific services

(1 mark)

(ii) Explain **two** criteria you used in selecting the mail handling service identified in 4 (d) (i) above (AC4.4.3).

Criteria

- **Destination (1)** – the customer is based overseas so an international service is needed **(1)**.
- **Speed of service (1)** – the package needs to get there quickly and couriers usually deliver much quicker than regular airmail services and offer facility to track the packages **(1)**.
- **Weight of package (1)** – with six bottles the package will be heavy and bulky so more appropriate for courier rather than regular airmail **(1)**.

(Any 2 x 2 marks)

(Total 25 marks)

Pearson

190 High Holborn
London
WC1V 7BH

Tel. +44 (0) 247 651 8951

Fax. +44 (0) 247 651 6566

Email. internationalenquiries@pearson.com

www.lcci.org.uk

www.pearson.com/uk