

Mark Scheme (Results)

Series 3 2014

Pearson LCCI Level 2

BUSINESS ADMINISTRATION

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LCCI IQ SERIES 3 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 Organisations (1.2.1), (1.3.1)

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 (4.3.3)

- (a) (i) 1 mark for stating the correct time (5pm) of the meeting (AC3.3.2)
1 mark for stating the correct date (16/06/2014) of the meeting (exactly one week from the examination date) (AC3.3.2) (2 marks)
- (ii) Include **five** ways that S & V Publishing can meet the needs of visitors to the company with disabilities. (AC4.3.3)
- Determine any special requirements prior to the visit of any person with a disability
 - Direct visitors with disabilities to specially adapted entrances/exits
 - Direct visitors with disabilities to lifts/specially adapted cloakrooms
 - Provide key documents in a special format, e.g. bigger font size, Braille
 - Include disability awareness training for receptionists
 - Ensure car parking is available close to the building for visitors with disabilities/reserved parking
 - Provide assistance to accompany visitors with disabilities to their intended destination within the building
 - Provide seating in the reception area so that they are able to sit whilst waiting
- (5 marks)
- (iii) 1 mark for choosing to use an email for communicating the information. (*NB accept Memo*) (AC3.3.1)
1 mark for the correct layout of the document as shown in the Appendix in the Syllabus to include email addresses, and the date (*if a memo is used any three suitable headings should be included*) (AC3.3.3)
1 mark each for correct tone and vocabulary in the email – includes using vocabulary relating to the specific purpose of the communication e.g. 'in this scenario Sue has received a complaint from a visitor with a disability' and 'you are invited to a meeting'. (AC3.3.3)
- (iv) 1 mark each for spelling 'complaint' and 'disability' (accept 'disabled') correctly (AC3.3.4)
- (b) 1 mark for each correct reason given for sending an email – an email can be sent and received immediately and email messages can be accessed from range of locations (AC3.2.1)
(*if a memo is used – a memo is an internal document and can be filed for future reference*)
- (c) Identify **six** administrative activities performed by receptionists. (AC1.3.1)
- Welcoming visitors
 - Explaining health and safety procedures
 - Providing information
 - Maintaining visitor records
 - Managing identity badges
 - Escorting visitors or contacting a member of staff to collect visitors
 - Making and receiving telephone calls in accordance with organisational procedures
 - Transferring calls/taking messages
 - Maintaining reception areas

- Making/updating appointments
- Signing for incoming mail/dealing with incoming and outgoing mail
- Making bookings for visitors eg taxis
- Make sure information kept at reception area is up to date
- Producing documents
- Keeping records
- Photocopying
- Filing business cards and other visitor information

(6 marks)

(d) Explain why organisation charts are important to receptionists. (AC1.2.1)

- Organisation charts act as a reference/visual aid for reception staff when transferring calls/passing on messages (1) enabling these activities to be carried out quickly (1) they show the structure of the organisation (1) functional areas (1) job roles (1) and levels within the hierarchy (1) and who reports to who. (1)

(Any 4 marks)

Question 2

Syllabus Topic 1: Structure of Business Organisations (1.3.3)

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

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

(a) State **two** advantages and **two** disadvantages of both telephone calls and emails, so that you can decide the best way to contact the Heads of Department. (AC3.1.1)

Telephone calls

Advantages

- Quick if the person you wish to speak with is available
- Enables an immediate exchange of information / discussion
- Questions can be asked
- Understanding of information can be checked
- More personal approach
- Messages can be left
- Options are available eg Caller ID

Disadvantages

- There is no written record
- Time consuming if the person you wish to speak with is not available
- Costly over long distances
- Signal poor/becomes difficult to understand
- Time differences

Email

Advantages

- Speed – messages are sent and received immediately
- Within an organisation emails do not incur a cost
- Additional facilities are available such as file attachment
- Provides a written message
- Passwords give a good level of security and confidentiality
- One message can be sent to all concerned
- Internal and external communication

Disadvantages

- There is no exchange of ideas
- Impersonal form of communication
- Emails can be misunderstood/interpreted the wrong way
- Sensitive information can easily be disclosed or distributed through email
- Viruses/connection problems
- Messages sometimes end up in trash/spam folders so answers may be delayed

(4 x 2 marks)

- (b) (i) Explain why **each** of the following **three** skills is important in your job as an Administrator: (AC2.1.2)

Communication skills are important:

- So that communication with colleagues at all levels in the company is effective
- To avoid misunderstanding
- To create a good impression to external contacts/customers
- To be able to adapt communications to meet the needs of a diverse or specific audience
- To express oneself concisely and clearly

Organisational skills are important:

- To ensure greater productivity by being able to find notes and resources quickly saving time
- Workspace is used efficiently by being able to easily locate stationery
- Tasks which are most important can be identified/prioritised

Ability to multi task is important:

- To facilitate completion of a variety of tasks (1) for a variety of people (1) all of which may need to be completed concurrently (1) meeting deadlines/targets/timeframes/deadlines (1)
(3 x 2 marks)

- (ii) Describe the following **two** personal qualities required in an administrative role: (AC2.1.1)

Reliability

- Managers must be able to rely on staff to carry out activities correctly (1) willingly (1) and immediately (1) and staff must be able to work with the minimum of supervision (1)

Showing initiative

- Start tasks without being told (1) and being able to think and plan ahead (1)
- Take more interest in your work (1) by becoming adaptable (1) and looking for work to fill any spare time (1)
- Think up new approaches to solving problems (1)

(2 x 2 marks)

- (c) You are responsible for maintaining a customer database. Describe how this activity can benefit Justly Sound. (AC1.3.3)

- Maintaining a customer database can benefit Justly Sound because it will list all existing (1) and previous customers (1) so that should it wish to sell a new product to a customer they can be targeted by direct marketing (1)
- Database enables the company to maintain contact (1) through newsletters (1) emails (1) advertising material detailing special offers (1)

(Any 5 marks)

- (d) Describe how calendar software could be used at Justly Sound. (AC3.1.2)

- Calendar software can be used as an appointment book (1) an address book (1) and/or a contact list (1) with automatic reminders (1)
- Can be networked allowing the sharing of information between users (1) so that the convenor of a meeting can check individual diaries to ensure required participants are free (1) and diary entries for meetings can be automatically scheduled (1)

(Any 2 marks)

(Total 25 marks)

Question 3

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

Syllabus Topic 5: Business Procedures and Information Management (5.1.3), (5.2.1) (5.2.4)

- (a) (i) Name and describe **three external** mail services available to staff in the Post Room. (4.4.2)
- Pre-paid 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)
 - Same day delivery (1) for an additional fee mail can be delivered the same day (1)
 - Services requiring a signature from recipient (1) as evidence that the package has been delivered and to who (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)

- Airmail (1) used to send letters or packages overseas (1)
- Courier services (1) mail and packages will be collected (1) and a fee will be charged if using an external courier (1) any time of package can be sent (1)
- Freepost (1) replies by first or second class, free to customers (1)
- Normal postal services/1st or second class (1) mail will be collected/1st class mail is faster but more expensive than second class mail (1)

(Any 3 x 2 marks)

(ii) Describe how pigeonholes are used in the delivery of internal mail. (AC4.4.2)

- Documents and messages are placed in people's pigeonholes for them to collect (1) they can reply by putting a response inside the sender's pigeonhole (1)
- Mail is delivered to departmental pigeonholes from the Post Room (1)

(2 marks)

(b) State **four** items of equipment used in the Post Room when processing **incoming** mail. (AC4.4.4)

- Date stamp
- Letter opener
- Bomb scanner
- Shredder
- Software packages to store and distribute mail electronically to staff working off site
- Trays/trolleys

(4 marks)

(c) (i) Identify **five** types of **customer** information retained by business organisations. (AC5.2.1)

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

(5 marks)

(ii) Explain why it is important to keep **customer** information confidential. (AC5.2.4)

- Competing organisations may target their marketing at your customers (1) resulting in possible lost sales (1)
- Legal protection is in place (1), e.g. the Data Protection Act (1) meaning that legal rules must be followed that protect information collected by a company (1)
- Prices of products/services/discounts given/contracts

(2 marks)

(d) Explain the importance of following health and safety procedures. (AC5.1.3)

- To comply with legislation (1) that all stakeholders in a business are protected from risks (1)
- To prevent damage being caused (1) to company property (1) 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 company (1) because of accidents that may result in loss of customers (1) or payment of compensation (1) resulting in increased insurance premiums (1)
- To maintain customer trust (1) and to help the customer feel secure doing business with the organisation (1)
- To know how to deal with dangerous situations (1) eg fire (1)

(6 marks)

(Total 25 marks)

Question 4

Syllabus Topic 2: Working in an Administrative Role (2.2.3), (2.2.5)

Syllabus Topic 4: Reception and Mail Services (4.3.5)

Syllabus Topic 5: Business Procedures and Information Management (5.1.1, 5.1.2)

(a) (i) Explain why your company needs to have policies and procedures. (AC5.1.1)

- To define an organisation (1) and provide staff with the direction and consistency they need (1) for business success and improvement/to protect against risks (1) for the business to run smoothly (1)

(3 marks)

- (ii) Describe why it might be necessary for your company to have a grievance procedure. (AC5.1.2)
- It gives employees the opportunity to voice opinions if there are problems (1) these can include: health and safety issues/complaints/harassment/discrimination/problems within the work area (1)
 - Ensures that problems are dealt with in the same way for everybody (1) so that fairness can be assured (1) it acts as a guide for everybody in the process (1)
 - Without a grievance procedure a number of potential problems may arise (1) including increased absenteeism/increased leave due to stress (1) and low morale in the workforce (1)
 - To act as a guide for everybody in the process (1).

(4 marks)

- (b) (i) Explain why it is important to communicate effectively with visitors to the company. (AC4.3.5)
- Ensures information is understood (1) and not misleading (1)
 - Avoids conflict (1) which may occur from the wrong information being given (1)
 - Portrays a positive image of the company (1) and displays professionalism (1)
 - To deal with visitors quickly (1) and avoid delays (1)

(4 marks)

Question 4 Continued

- (ii) Describe how a receptionist can ensure effective communication with visitors to the company. (AC4.3.5)

- Maintain eye contact
- Maintain a pleasant tone of voice/be polite
- Avoid fiddling with things, which could be a sign of boredom
- Do not speak too loudly
- Do not speak too quickly
- Use a clear and regular tone of voice
- Pronounce words clearly
- Use the visitor's name at every opportunity
- Smile
- Avoid distractions
- Listen attentively
- Use positive body language

(4 marks)

- (c) Explain why individual performance monitoring might be needed. (AC2.2.3)
- 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)
 - Identifies areas that are/are not being performed to the required standards (1)

(4 marks)

- (d) Describe **three** ways you can improve your performance in the company. (AC2.2.5)
- Mentoring/coaching (1) so that support and encouragement are provided and staff are able to develop their skills and improve performance (1)
 - Work shadowing (1) employees can observe and talk to a person as they go about their day-to-day job (1) learning new aspects of the job accept feedback (1)
 - Job rotation (1) employees new to the company/trainees rotate around different departments (1) learning different jobs within the company (1)
 - Formal courses and qualifications (1) through e-learning, distance learning or local college/training institutions/additional training (1)
 - Ask colleagues questions (1) and accept constructive criticism and help (1)

(Any 3 x 2 marks)

(Total 25 marks)

