

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

**Model Answers**  
Series 4 2013 (ASE20071)



## **Level 2 Certificate in Business Administration Series 4 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.

- (1) 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)

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 4 EXAMINATION 2013**  
**BUSINESS ADMINISTRATION**  
**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 (3.2.5), (3.3.1), (3.3.2), (3.3.3), (3.3.4)**  
**Syllabus Topic 1: Structure of Business Organisations (1.3.3)**

- (a) (i) 1 mark for stating the correct time of the appointment with Mr Miles (AC3.3.2).  
1 mark for stating the correct date of the meeting with Mr Miles (exactly one week from the examination date) (AC3.3.2).
- (ii) 1 mark for choosing to use a letter for communicating the information (NB: accept email) (AC3.3.1).  
1 mark for the correct layout of the document as shown in the Appendix in the syllabus. (Additional details to complete this document can be included.) (If an email is used include email address and date) (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 'confirming the appointment' and 'at the south entrance of the national park, (AC3.3.3).
- (iii) 1 mark for spelling 'Stretton' correctly (AC3.3.4).  
1 mark for not including irrelevant information i.e. 'Sheila is not very happy about having to attend this meeting' (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, (If an email is used, an email message can be sent and received immediately and can be accessed from a range of locations) (AC3.3.1).
- (c) Identify **five** benefits of an electronic diary system (AC3.2.5)
- All staff should be able to manage their time efficiently
  - Staff will know who is in the office at any given time
  - Calendars can be shared amongst colleagues
  - Multiple calendars can be viewed at one time
  - A variety of viewing options can be used e.g. day, week, month
  - Meetings/tasks can be scheduled
  - Pages can be printed
  - Contact lists can be seen
  - Automatically adds pages when needed
  - Less possibility of double booking appointments
  - Automatic reminders

(Any 5 x 1 mark)

### Question 1 continued

(d) Describe **five** activities you might be asked to perform as an administrator (AC1.3.3)

- Organising information in the display racks (1) brochures/ leaflets (1)
- Using software packages (1) e.g. updating database of visitors to the Tourist Information Office/spreadsheets to check number of visitors (1)
- Filing and retrieving documents (1) hotel bookings/visitor attraction information (1)
- Researching information (1) checking places of local interest/locating accommodation in the area (1)
- Meeting and greeting visitors (1) presenting a positive image by being helpful (1)
- Telephone calls (1) answering calls from the public regarding the area/making calls locating/booking accommodation/attractions (1) making telephone calls confirming arrangements made (1)
- Repro-graphics (1) photocopying promotional literature (1)
- Responding to emails (1) confirming hotel bookings (1)
- Ordering stationery (1) keeping stationery stocks up to date (1)
- Accepting deliveries (1) brochures/leaflets/stationery supplies (1)
- Dealing with incoming (1) and outgoing mail (1)

(Any 5 x 2 marks)

**(Total 25 marks)**

## Question 2

### Syllabus Topic 1: Structure of Business Organisations (1.1.1)

### Syllabus Topic 4: Reception and Mail Services (4.2.4), (4.4.6), (4.4.7)

- (a) Explain **three** reasons why Keith might want to ask a friend to become a partner in his business (AC1.1.1)
- Raise additional funds for the business (1) allowing potential for growth/borrowing capacity may be greater (1)
  - Decision making can be shared (1) solving problems may be easier (1)
  - Responsibility for running the business will be shared (1) allowing each partner to make the most of their abilities (1)
  - Losses/debts the business may incur (1) will be shared according to the agreement made (1)
  - Bills for purchases made will be shared (1) stock/ equipment (1)
  - Cover provided when Keith is away from the office (1) so that decisions can be made (1)
  - Partner might have additional skills (1) e.g. bookkeeping (1)

(Any 3 x 2 marks)

- (b) State **four** actions you should take when leaving the reception area at the end of the day to ensure the office is left secure (AC4.2.4)

- Equipment/lights switched off
- Check the light timers are switched on/outside lights are working
- Activate the security alarms
- Check that CCTV is set for recordings
- Make sure that the doors/windows are locked
- Check no-one is left in the office
- Let any security personnel know the office is closed

(Any 4 x 1 marks)

- (c) (i) State **five** guidelines you should follow when processing outgoing mail and packages (AC4.4.6)

- Sorting mail into the service required
- Weigh letters and packages
- Calculate costs
- Frank mail/labels/attach postage stamps
- Arrange collection/take to post office
- Details entered into a postage book

(5 x 1 mark)

## Question 2 continued

- (ii) Describe **five** procedures for deciding the amount of postage to be paid when sending mail and packages (AC4.4.7)
- Sort the mail into different sizes/letters/packages/parcels (1) larger letters/packages/parcels will usually be charged at a higher rate (1)
  - Sort the mail according to destination/urgency (1) overseas mail will be charged at a higher rate/urgent mail will also be more expensive (1)
  - Weigh the mail and packages using postal scales (1) to ensure correct postage is paid/calculate cost (1)
  - Refer to price guides (1) these are provided by postal providers/courier services (1)
  - Request costs from carriers (1) telephone for information (1)
  - Refer to online cost information (1) postal providers will have websites (1)
  - Check with carrier regarding insurance (1) whether compensation is available should mail be lost/go astray (1)

(5 x 2 marks)

**(Total 25 marks)**



### Question 3

#### Syllabus Topic 4: Reception and Mail Services (4.3.1)

#### Syllabus Topic 2: Working in an Administrative Role (2.2.5), (2.3.1), (2.3.2)

- (a) Describe **five** learning activities your Team Leader could introduce to help you adjust to your new role (AC2.3.1)
- Mentoring (1) appointing another receptionist as someone you can talk to about your role/problems (1)
  - Work shadowing (1) watching an experienced receptionist so that you can see what your new role entails (1)
  - Coaching (1) to receive positive feedback (1)
  - Provide company literature to read (1) detailing standard practices and procedures/organisation charts/telephone lists (1)
  - Formal training (1) enrolment on a course at a local college (1)
  - Suggest magazines/books/websites (1) which could offer helpful advice (1)
- (5 x 2 marks)
- (b) (i) Explain how other members of the reception team might be able to support you in your new role (AC2.2.5)
- Providing opportunities for you to use the communication skills learnt in the Customer Services Department (1) and providing constructive feedback (1)
  - Ensuring the reception rota is compiled so that you are always with an experienced receptionist (1) if problems arise there will be someone to ask (1)
  - Passing on information (1) ensuring you are always aware of what is happening/regular visitors to the office/taxi companies used (1)
  - Being patient (1) and giving me time to learn/offer help when needed (1)
- (3 x 2 marks)
- (ii) State **five** ways that you can make use of feedback from colleagues (AC2.3.2).
- Positive feedback will increase motivation
  - Strengths and weaknesses can be identified
  - Performance can be improved
  - Take note of suggestions/ideas on how to carry out specific tasks
  - Cooperate with other Receptionists
  - Plan how to improve if feedback is negative
  - Identify if further training is required
- (Any 5 x 1 mark)
- (c) Explain why it is important that visitors are not kept waiting too long in the Reception area (AC4.3.1)
- Visitors will be left with a poor impression of Toytown (1) which may cause Toytown to lose business (1)
  - Time will be wasted (1) for visitors and colleagues who may have other business to conduct (1)
  - To avoid congestion/noise in the Reception area (1) so that those waiting will be comfortable (1)
- (2 x 2 marks)
- (Total 25 marks)**

## Question 4

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

**Syllabus Topic 3: Communication in Business Organisations (3.2.3)**

(a) State **five** items of information Jacob and Jackson Limited will keep about their staff, including a different reason why **each** item should remain confidential (AC5.2.1)

- Contact details/names, addresses, telephone numbers (1) staff could be harassed at their home addresses (1)
- Salary information (1) dissatisfaction could be caused among staff if this information is generally known (1)
- Grievance and disciplinary information (1) unnecessary distress to staff could be caused if this information became general knowledge (1)
- Promotions/results of interviews/previous employment records/references (1) staff may challenge judgements made (1)
- Appraisal outcomes (1) staff may feel they have been unfairly treated compared to others (1)
- Health and sickness issues (1) staff may not want this information made known to colleagues (1)
- Criminal records (1) judgements may be made regarding past criminal activity (1)

(Any 5 x 2 marks)

(b) (i) Explain why it is important for Jacob and Jackson Limited to have a Disciplinary Procedure (AC5.1.2)

- Legal requirement (1) all employees will have a written copy of the Disciplinary Procedure (1)
- To set out boundaries of acceptable conduct (1) and satisfactory performance (1)
- To ensure staff are treated fairly (1) when these boundaries are transgressed (1)
- Minimise disagreements (1) about disciplinary matters (1)

(Any 2 x 2 marks)

(ii) Outline the written information included in a Disciplinary Procedure (AC5.1.2)

- Standards of acceptable and unacceptable behaviour (1) conduct/attendance/time keeping/health and safety/use of telephone/internet (1)
- A framework for dealing with instances where employees have not met the required standard of conduct (1) e.g. unauthorised absence/late arrival to work (1)
- Procedures to be used (1) formal or informal (1)
- Procedures will include firstly a verbal warning (1) no set time required for a verbal warning/usually deals with minor offences (1)
- First written warning acknowledged by the employee alleged to have committed misconduct (1) investigation carried out/interview takes place/ opportunity to explain the situation (1)
- Final written warning (1) kept on file for a set period of time (1)
- Further disciplinary action can be taken following the first three stages of the procedure (1) could lead to dismissal (1)

(Any 3 x 2 marks)

#### Question 4 continued

(c) Identify five items of information you will need when organising this meeting (AC3.2.3)

- Who is invited
- Any special requirements of those attending
- Date and time
- Room to be used
- Equipment required
- Paperwork to be circulated
- Refreshments

(Any 5 x 1 marks)

**(Total 25 marks)**

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