



Mark Scheme

Series 4 2014
Results

Pearson LCCI Level 2
Business Administration (ASE20071)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question 1

Syllabus Topic 1: Structure of Business (1.2.1), (1.2.2)

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

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

- (a) (i) 1 mark for recognising and including the information regarding the appointment of Archie Townsend as Production Manager. (AC3.3.2)
1 mark for stating the correct date and time when Archie will report for work (exactly one week from the examination date at 8.30 am). (AC3.3.2)
- (ii) 1 mark for choosing to use a letter for the form of communication. (AC3.3.1) (*NB accept email*).
1 mark for the correct layout of the document as shown in the Appendix of the Syllabus. (AC3.3.3) (*Additional details to complete this document can be included.*) (*If an email is used include email addresses and the date.*)
- 1 mark each for the correct tone and vocabulary in the letter – includes using vocabulary relating to the specific purpose of the communication, e.g. in this scenario, ‘enter the car park through Gate Number 2’ and ‘report to the security gatehouse’. (AC3.3.3)
- (iii) 1 mark for spelling ‘Paul Elliott’ correctly. (AC3.3.4)
1 mark for non-inclusion of irrelevant information i.e. ‘You did not perform very well at interview but it was agreed you are the most qualified person to fill this post’. (AC3.3.4)
- (b) 1 mark for each correct reason given for sending a letter, i.e. a letter is an external document and this is a formal communication/a permanent record that can be used for future reference. (AC3.3.1) (*If an email is used – an email can be sent and received immediately and an email message can be accessed from a range of locations.*)
(Any 2 x 1 mark)
- (c) Explain why communication skills are important in your role as an Administrative Assistant in the Human Resources Department. (AC2.1.2)
- It is important because there is a requirement to communicate with colleagues at all levels in the organisation (1) and in many ways, i.e. face to face, email and telephone (1) and also external applicants/contacts/clients (1). Speech and writing needs to be clear so that correct messages are conveyed (1) and understood (1) and a good impression of the department created (1). It is also important to adapt communications to meet the needs of a diverse or specific audience (1).

(6 x 1 mark)

- (d) (i) Describe the role of the Production Department in a manufacturing company. (AC1.2.2)
- The Production Department manufactures goods/turns raw materials into finished goods by a series of production processes (1) ensuring that quality is maintained at every stage of the process (1). Targets will be set for each production process (1) so that goods are completed on time (1).

(Any 3 x 1 mark)

- (ii) Explain the importance of organisation charts to new employees. (AC1.2.1)
- Organisation charts identify the functional areas of the company (1) reporting relationships (1) and job roles (1). Sometimes with named members of staff and photographs (1), within the organisation so that staff can identify each other (1) and who they officially report to in different situations (1).
 - Operational efficiency is improved by providing clarity to employees at all levels of a company (1).
 - Provides a road map for internal promotions (1).

(Any 6 x 1 mark)

(Total 25 marks)

Question 2

Syllabus Topic 2: Working in an Administrative Role (2.2.2)

Syllabus Topic 4: Reception and Mail Services (4.2.2), (4.2.3), (4.4.6)

- (a) Explain the need for confidentiality of patient/visitor information in the reception area. (AC4.2.2)
- Comply with relevant data protection laws/company policy (1). If data protection laws are breached organisations can be prosecuted and fines issued (1) and proceedings can be taken leading to prison sentences (1).
 - Avoid confidential information getting into the wrong hands (1) patient/visitor information being discussed in the reception area (1) which may lead to identity theft/fraud (1) and to prevent leakage of sensitive information (1).
- (6 marks)
- (b) Describe **three** ways to protect confidential information in the reception area. (AC4.2.3)
- Design the reception area so that the public cannot overhear or see other patient information (1) including turning computer screens away from public view (1) use passwords (1).
 - Destroying confidential documents appropriately instead of putting in waste bins (1) e.g. shredding (1).
 - Confidential/sensitive information should be kept out of the reception area (1) or in locked cabinets (1).
 - Visitors should not be left alone in the reception area (1) always ask another member of staff to take your place should you need to leave the reception area (1)
- (6 marks)

Question 2 continued

(c) State **five** guidelines for processing **outgoing** mail. (AC4.4.6)

- Sort the mail into categories (1)
- Weigh letters and parcels (1)
- Calculate the cost (1)
- Frank mail or labels for packages (1)
- Attach postage stamps (1)
- Enter details into postage book (1)
- Arrange collection (1)
- Take to distributor (1)

(5 x 1 mark)

(d) Describe **four** techniques that can be used to plan and manage your workload. (AC2.2.2)

- Write to do lists or action lists (1) in order of priority (1)
- Allocate time (1) using schedulers, planners, diaries or organisers (1)
- Agree realistic deadlines (1) and monitor work against these deadlines (1)
- Avoid distractions (1) and schedule work tasks by making the best use of personal concentration and energy levels (1)
- Allow for contingencies (1) and request help and support when required (1)

(Any 4 x 2
marks)

**(Total 25
marks)**

Question 3

Syllabus Topic 1: Structure of Business Organisations (1.3.3)

Syllabus Topic 3: Communication in Business Organisations (3.2.1), (3.2.2)

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

(a) Describe **three** benefits of using word processing software in your role as an Administrative Assistant. (AC1.3.3)

- Creates a professional finish (1). Templates for the most commonly used documents can be created (1) and personalised (1) by colour printing (1), using various fonts (1), insertion of pictures and/or text (1).
- Time can be saved (1). Instead of spending time sorting and searching for misfiled or misplaced paperwork using the search feature makes accessing documents simple (1).
- Documents can be produced accurately (1).
- Spelling and grammar checks can be made quickly (1).
- Documents can be saved (1) and extracted quickly (1)
- Benefits the environment (1) by reducing the amount of paperwork needed to perform daily tasks (1). No need to print (1).

(Any 3 x 2 marks)

(b) Explain the differences, in terms of purpose, between the Board of Directors' meeting and the meeting being held to discuss the introduction of a new sickness policy. (AC3.2.1)

- A Board of Directors' meeting will be conducted to carry out official business (1) in accordance with laid down procedures (1). A meeting with staff is not conducted to carry out formal business (1) and no formal procedures will be used (1).
- Important decisions will be made in a Board meeting (1) and problems concerning the running of the business solved (1) whereas, an informal meeting with staff to discuss a new sickness policy will be held to create (1) and develop (1) understanding of the new policy (1).

(Any 4 x 1mark)

Question 3 continued

- (c) One of the main features of a formal meeting is the documentation used in the proceedings. Describe **two** documents that will be required when holding the Board of Directors' meeting. (AC3.2.2)
- Agenda (1) will identify the purpose of the meeting (1) date, time and place (1), the topics for discussion (1), additional items such as apologies for absence (1), minutes of the previous meeting (1), matters arising from those minutes (1), any other business (1), date of the next meeting (1).
 - Minutes (1) will provide clear details of the proceedings during the previous meeting (1) including any follow-up actions (1), any votes/decisions made. (1) Final minutes will be signed by the chairperson as an accurate record of the previous proceedings (1).
(Any 2 x 3 marks)

- (d) (i) Describe what might be included in an employee sickness policy. (AC5.1.2)
- A commitment to help employees to return to work (1) and confirmation of how employee representatives will be involved in developing and reviewing the operation of the policy (1).
 - Arrangements for recording sickness absence as appropriate (1) and the procedures for keeping in contact with staff on sick leave and what is expected from the employee (1).
 - Provision of leave and time off to help return to work or to attend medical appointments (1) and arrangements for return to work interviews (1).
 - A statement of how the policy will link in with other key policies (1) personnel/health and safety/equal opportunities and employee benefit schemes (1).
 - Payment arrangements for extended sickness leave (1) compassionate leave (1) length of time permitted (1).
(Any 6 x 1 mark)

- (ii) Explain why it is necessary to have a sickness policy. (AC5.1.2)
- For employees to know their rights (1).
 - Control/reduce the number of days taken off work (1) and the amount of money spent on sick pay (1) and improving productivity and output (1).
 - Reputation of the company will be enhanced (1) helping to attract and retain (1) well-qualified, skilled and experienced staff (1).
(Any 3 x 1 mark)

(Total 25 marks)

Question 4

Syllabus Topic 2: Working in an Administrative Role (2.3.1)

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

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

(a) (i) Describe **three** types of information that may be kept about the products developed in your company. (AC5.2.1)

- Information about the development of new products (1) patent and copyright information/development costs (1).
- Secret processes (1) and other technical information (1).
- Information about faults (1) and problems with products (1).
- Marketing information about new products (1) such as pricing/names/target markets (1).

(Any 3 x 2 marks)

(ii) Explain the importance of protecting product information. (AC5.2.4)

- Competing companies may copy ideas (1) and use this information to gain a market share (1).
- Information about faults and problems with products may enable competing organisations to use this to generate bad publicity (1) causing loss of potential customers. (1) Competitors may also use marketing information to change their marketing strategies (1) and compete with/undercut your products (1).

(Any 5 marks)

(b) Explain the importance of recognising the strengths and weaknesses of team members. (AC2.3.1)

- If the strengths and weaknesses of team members are identified the allocation of tasks will be more effective (1) because work can be allocated to the strengths of the team and be completed accurately (1) and quickly (1).
- By recognising the weaknesses of team members support from other team members can be offered (1) together with additional training (1) so that team performance can be enhanced (1)

(6 marks)

(c) (i) Outline **two** reasons why it is important to despatch mail efficiently. (AC4.4.1)

- To avoid delays (1) by using the correct service to send mail/so that mail is received in time (1).
- Confidentiality of business sensitive information is maintained (1), mail is not left lying around in the office where it could be tampered with (1).

(Any 2 x 2 marks)

(ii) State **four** items of specialised equipment that might be used for processing outgoing mail. (AC4.4.4)

- Addressing machine
- Folding and inserting/sealing machine
- Collating machine
- Labelling machine
- Postal scales
- Franking machine.

(Any 4 x 1 mark)