

Pearson LCCI

Certificate in Business Administration

Level 2

Monday 7 April 2014

Time: 2 hours

Paper Reference

ASE20071

You will need:

An answer book

Instructions

- Do **not** open this examination paper until you are told to do so by the supervisor.
- Use **black/blue** ink or ball-point pen
– *pencil can only be used for graphs, charts, diagrams, etc.*
- Ensure your answers are written clearly.
- Begin your answer to each question on a new page.
- Write on both sides of the page.
- All answers must be correctly numbered but need not be in numerical order.
- If you need more space, use the additional sheets provided. Write your name, candidate number and question number on each sheet and attach them to the inside of your answer book. State the number of additional sheets attached on the front of your answer book.
- When you finish, cross through any rough notes and preparatory work.
- Answer **all** questions.
- You should spend the first 15 minutes reading through the questions. You may make notes during this time.

Information

- The total mark for this paper is 100.
- There are four questions in this question paper
– *each question carries equal marks.*
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- You may use an English or bilingual dictionary.

Advice

- Read each question carefully before you start to answer it.
- Check your answers carefully if you have time at the end.

Turn over ►

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PEARSON

Answer ALL questions.

- 1** You work as an Administrative Assistant in the Training Department of Lewis and Sons, manufacturers and suppliers of shelving. Your manager, Leah Doherty, recently held a training day for team leaders which included listing the activities carried out by staff working in the stationery store. You typed up Leah's notes for her.

Leah wishes to contact the team leaders to thank them for attending the training day and to confirm the list of activities carried out by staff in the stationery store. The training day was held exactly one week ago.

- (a) Produce the written communication that Leah will send. In producing the written communication you must:

(i) include the relevant information indicated in the scenario (2)

(ii) outline **five** activities carried out by staff in the stationery store (5)

(iii) use the appropriate layout, tone and vocabulary to suit the purpose of the communication (4)

(iv) check the accuracy of the communication. (2)

- (b) State **two** reasons why you have chosen to use the form of written communication you produced. (2)

- (c) Explain the consequences for the stationery store if Leah's presentation was not understood. (4)

As part of your role as an Administrative Assistant you are required to use software packages for word processing, spreadsheets and databases.

- (d) Identify **two** benefits of each of these packages for Lewis and Sons. (6)

(Total for Question 1 = 25 marks)

2 You work part-time as an Administrative Assistant for Sean Bates, the owner of SJB Photographers, a sole trader. The only other employee is a Photographic Assistant who helps with the setting up of photographic shoots both in the studio and at external venues.

(a) Describe **two** features of a sole trader.

(4)

SJB Photographers has just been awarded a contract for photographic work at a local historic house. The photographs will be used in a brochure advertising the house. Sean has asked you to organise a meeting with the publishers of the brochure, when deadlines will be discussed.

(b) Identify **six** items of information you need to organise the meeting with the publishers.

(6)

(c) (i) Describe **three** personal qualities required in your role at SJB Photographers.

(6)

(ii) Describe **three** skills that are important in your role at SJB Photographers.

(6)

(d) Explain the importance of meeting deadlines at SJB Photographers.

(3)

(Total for Question 2 = 25 marks)

3 You work as a Receptionist at the town council offices. There is a team of six receptionists that are employed on a part-time basis, so that there is always cover.

(a) Describe **three** ways you can present a positive image for the town council when carrying out your duties in the reception area.

(6)

(b) Explain why it is important to have health, safety and security procedures in the reception area.

(6)

(c) Describe **four** ways in which confidentiality can be protected in the reception area.

(8)

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

(5)

(Total for Question 3 = 25 marks)

4 You work as an Administrative Assistant in the Human Resources Department at the Head Office of Bourne and Sons, a large retail chain.

(a) Describe the types of information Bourne and Sons might keep about its employees. (8)

(b) Explain **four** possible consequences of **not** protecting confidential employee information. (8)

A number of established policies and procedures are in place at Bourne and Sons. One of these is an induction policy.

(c) Explain why there is a need for an induction policy. (4)

Bourne and Sons realises the importance of effective communication in its business.

(d) Explain why effective communication with customers is important. (5)

(Total for Question 4 = 25 marks)

TOTAL FOR PAPER = 100 MARKS