

## **Certificate in Business Administration**

**ASE20071**

**Level 2**

**Thursday 6 June 2013**

**Time allowed: 2 hours**

---

### **Information**

- There are 4 questions in this examination.
- Total marks available: 100
- All questions carry equal marks.

---

### **Instructions**

- Do **not** open this paper until you are told to do so by the supervisor.
  - Answer **all questions**.
  - You are advised to spend the first 15 minutes reading through the questions and making notes. This is part of the total time for the examination.
  - Write your answers in blue or black ink/ballpoint.
  - All questions must be correctly numbered but need not be in numerical order.
  - When you finish, check your work carefully and cross out any rough work.
  - You may use an English or bilingual dictionary.
-

## Question 1

### Scenario

You work as an Administrative Assistant in the print room of Creative Solutions, a publishing company. One week ago today at 2pm your Team Leader, Jenny Tiltman, gave a presentation to some prospective clients.

After the presentation, one of the clients, Don Bingham, asked Jenny for some additional information about Creative Solution's services. At the time Jenny was busy and did not make a note of the information Don Bingham requested. Jenny has asked you to write to Don Bingham at the City Council to find out the information he needs and to apologise for not responding to his request sooner.

- (a) Using the information provided above, produce the written communication that Jenny will send. You can add any other necessary contact details. In producing the written communication, you must:
- (i) include the relevant information indicated in the scenario (2 marks)
  - (ii) use the appropriate layout, tone and vocabulary to suit the purpose of the communication (4 marks)
  - (iii) check the accuracy of the communication. (2 marks)
- (b) State **two** reasons why you have chosen to use the form of written communication you have produced. (2 marks)

The print room at Creative Solutions is a busy centralised service.

- (c) Identify **five** activities that may be carried out by staff in the print room. (5 marks)
- (d) Explain why it is important that staff in the print room meet the agreed deadlines for tasks. (10 marks)

**(Total 25 marks)**

## Question 2

You have recently started work as a Receptionist at Drew and Edwards, a small family business which operates as a partnership.

- (a) Describe the features of a Partnership. (6 marks)
- (b) Explain why your role as a Receptionist is important to Drew and Edwards. (10 marks)
- (c) State **five** guidelines you follow when dealing with visitors. (5 marks)
- (d) State **four** ways in which you would check and sort incoming mail. (4 marks)

**(Total 25 marks)**

### Question 3

You work as an Administrator in the Sales Department of Baldwin & White, a company which sells a variety of small decorative gifts online. You have been asked to train a new Junior Administrator in the Sales Department.

- (a) Describe **two** functions of the Sales Department. (4 marks)
- (b) Identify **five** types of information the Sales Department will keep about customers. (5 marks)
- (c) (i) Describe how the Sales Department might use the Internet to sell to customers. (4 marks)
- (ii) Explain why it is important for the Sales Department to communicate effectively with customers. (6 marks)

The management at Baldwin & White has decided to implement a Waste Management Policy to reflect its concerns for the environment.

- (d) Describe **three** procedures that could be included in the Waste Management Policy. (6 marks)

**(Total 25 marks)**

### Question 4

You have just started work as an Administrator in the general office at Sabrina Beauty Products. You have been given a Standard Policies and Procedures Manual to read. The office consists of a team leader and six staff who carry out a variety of tasks, so effective teamwork is essential.

- (a) (i) Explain why it is important that team members are honest with and respectful to each other. (4 marks)
- (ii) Describe how team members can work together to achieve agreed targets. (6 marks)
- (b) Explain why it is important for the general office to have procedures in place. (4 marks)

Filing is one of the tasks the general office carries out for all departments.

- (c) Explain why filing needs to be carried out efficiently. (6 marks)

One of your first tasks is to despatch six bottles of shampoo and conditioner, as a sample, to a potential customer based overseas. It is important that the sample is delivered as soon as possible and in good condition.

- (d) (i) Identify the most suitable type of mail handling service you would use. (1 mark)
- (ii) Explain **two** criteria you used in selecting the mail handling service identified in 4 (d) (i) above. (4 marks)

**(Total 25 marks)**