

**Pearson LCCI
Level 3 Certificate in Business
Administration (VRQ)**

Model Answers
Series 2 2013 (ASE20072)

Level 3 Certificate in Business Administration

Series 2 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. The contents of this booklet are divided into 3 elements:

- (1) Questions – reproduced from the printed examination paper
- (2) 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)
- (3) Helpful Hints – where appropriate, additional guidance relating to individual questions or to examination technique

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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EDI
LCCI IQ SERIES 2 EXAMINATION 2013
BUSINESS ADMINISTRATION (NEW 2012)
LEVEL 3
MARKING SCHEME

DISTINCTION MARK 75%

MERIT MARK 60%

PASS MARK 50%

TOTAL 100 MARKS

Question 1

Syllabus Topic 2 Managing the Work of a Team (2.3.4)

Syllabus Topic 3 Communication in Business Organisations (3.2.1), (3.2.2), (3.2.3), (3.2.4)

Syllabus Topic 4 Planning, Organising and Supporting Meetings and Events (4.2.2), (4.4.4)

- (a) (i) - 1 mark for recognising and including information about the sales conference(AC3.2.2)
- 1 mark for stating the correct date of the conference (exactly one week before the examination date) (AC3.2.2)
- 5 marks for correctly identifying the checks which should have been made before the day of the conference (AC4.4.4)

- Suitability of room/meets health and safety legislation/appropriate size for type of meeting and number of attendees
- Equipment in place and in working order
- Sufficient spare copies of paperwork are available
- Refreshments/catering ordered and arrangements made for these to be available at the requested times
- Speakers are briefed
- Reception informed of meeting
- Setup/seating arrangement

(Any 5 x 1 mark)

- (ii) - 1 mark for choosing to use an email as the form of communication – accept memo/memorandum (AC3.2.1)
- 1 mark for the correct layout of the document as shown in the Appendix in the Syllabus (AC3.2.3)
- 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 - 'ask that I contact you as soon as possible' and 'number of problems on the conference day' (AC3.2.3)

- (iii) - 1 mark each for spelling 'Prentice' and 'Administration' correctly (AC3.2.4)

- (b) 1 mark for each correct reason given for sending an email/memo. (AC3.2.1)
- an email can be sent and received immediately (1) and email messages can be accessed from a range of locations (1)
 - a memo is an internal document (1) and can be filed for future reference (1).

- (c) Describe **two** ways in which the Junior Administrator could have resolved the problems as they occurred. (AC2.3.4)

- Seek help from the technical support team (1) to try to fix the problems with the equipment (1).
- Seek help from colleagues (1) - asking them to print and bring additional copies of documents to the meeting room (1).
-

Question 1 continued

- Another piece of presentation equipment could have been loaned from another department (1) so that the conference could have continued without too much delay (1).
- Have a contingency plan in place (1) the conference could have been moved to another room (1).

(2 x 2 marks)

- (d) Write detailed notes describing the factors to be considered when choosing a room for a meeting. (AC4.2.2)
- Size of the room must be suitable for the number of participants (1) so that health and safety legislation can be met (1)
 - There must be sufficient space for people to move around (1) and to ensure that those using wheelchairs can easily move around the room (1)
 - Must be suitable for the type of meeting held (1) if presentations are being made ensuring that all participants can see and hear the speakers (1)/flexibility of seating (1)
 - Sufficient power points in suitable places (1) so that equipment used can be easily accessed and trailing wires can be avoided (1)
 - If refreshments are required sufficient space is needed for these to be served (1) it may be necessary for an additional room to be booked specifically for refreshment breaks (1)
 - Lighting, heating and ventilation should be adequate (1) so that participants remain comfortable throughout the meeting (1)

(3 x 2 marks)

(Total 25 marks)

Question 2

Syllabus Topic 1 Internal Organisational Environment (1.1.2), (1.1.3), (1.1.4)

Syllabus Topic 5 Information Management in Business Organisations (5.2.4), (5.2.5)

- (a) (i) Explain the importance of SJB having business objectives. (AC1.1.2)
- They are a statement of specific realistic measurable goals to be met by the company within a specified time period (1) which can be used to review and measure its progress (1)
 - Business objectives give the company direction (1) and encourage employees to work together to achieve the goals (1)
- (2 x 2 marks)
- (ii) Describe two possible key business objectives that SJB could have (AC1.1.3)
- To increase profits (1) to sustain and expand the business overtime (1)
 - To diversify into new products and markets (1), to reduce business risk (1)
 - To innovate and create new types of fashion accessories (1) to remain competitive in the industry (1)
 - To create a positive public image(1) to attract more customers(1)
- (Any 2 x 2 marks)

NB Other objectives given by candidates are acceptable provided that they are relevant to the nature and status of the business.

- (b) Explain why Corporate Social Responsibility (CSR) is an important business objective for SJB (AC1.1.4)
- CSR reflects the values of the business (1) helping SJB to build a sustainable and profitable future (1)
 - CSR initiatives help to reduce costs and risks (1); for e.g. reduction in costs due to energy-saving and other environmentally friendly production practices (1)
 - CSR policies can have a positive impact on attracting investment to expand the business (1) many investors prefer to invest in businesses that have a good CSR record (1)
 - Customer perceptions of companies and behaviours are changing (1) and SJB will need to be seen as socially responsible therefore enabling it to have a good reputation in the market place (1)
 - Having CSR policies could help SJB to attract talented designers /employees (1) - this will help the business to create more innovative products to remain competitive (1)
- (Any 4 x 2 marks)

Question 2 continued

(c) Identify the benefits to SJB of reviewing and continuously improving information systems.

(AC5.2.4)

- Problems will be removed from systems and customer satisfaction will improve
- Removing errors and improving customer service will lead to increased sales
- Customer traits can be identified/customer data can be updated
- Information which is outdated can be removed
- The business will become more efficient

(5 x 1 marks)

(d) Explain the legislative requirements SJB will need to comply with regarding data protection and freedom of information. (AC5.2.5)

- Any data collected on staff/customers must be kept secure (1); paper records should be locked in cabinets/passwords should be set for computer records (1)
- Information should only be kept for as long as there is a clear business need for it (1); dispose of it securely afterwards e.g. shredding (1)
- Only collect relevant information on staff application forms (1); irrelevant information should not be asked for e.g. bank details (1)
- Staff have a right to see information held about them (1) including grievance and disciplinary issues (1)

(Any 2 x 2 marks)

(Total 25 marks)

Question 3

Syllabus Topic 2 Managing the Work of a Team (2.2.1), (2.1.2), (2.3.3)

Syllabus Topic 3 Communication in Business Organisations (3.1.4)

(a) (i) Explain **two** factors you would consider in setting targets for your team. (AC2.2.1)

- Business and departmental targets/objectives (1) - this is to ensure that the team performance helps the business to achieve its overall targets (1)
- Strengths and weaknesses of each team member (1) - this ensures that the best use is made of team talents and abilities (1)

(2 x 2 marks)

(ii) Identify two SMART targets you could possibly set for your team members. (AC2.2.1)

- To produce and deliver requested documents with no grammatical or spelling errors, according to agreed timescales and in line with organisational procedures/house style.(1)
- To arrange and provide administrative support to department meetings ensuring that meetings arrangements are finalised and documents circulated within one week of the meeting date. (1)

(2 x 1 mark)

NB Other objectives given by candidates are acceptable provided that they are relevant to the work of the team (producing documents and organising meetings) and have SMART features.

(b) Explain why it is important to agree quality standards and timescales with team members when you allocate tasks. (AC2.1.2)

- So that all team members are working to the same standards ensuring consistency (1) and reducing mistakes/avoid repeating (1)
- Timescales for completion of work can be agreed so that the team is efficient (1) and deadlines are met (1)
- Quality standards and meeting deadlines will send a positive message to customers and competitors (1) on reliability and efficiency (1)

(3 x 2 marks)

Question 3 continued

- (c) Describe how you would motivate your team to drive team performance and results. (AC2.3.3)
- Hold weekly team meetings (1) so relationships can be developed (1)
 - Introduce social activities (1) to build team cohesion (1)
 - Establish promotional plans (1) providing individual challenges, responsibility and growth (1)
 - Set clear realistic goals (1) as each goal is achieved success can be built (1)
 - Provide necessary resources (1) equipment/training/supplies/support (1)
 - Celebrate success and use incentives (1) public praise, benefits, recognition (1)
- (Any 4 x 2 marks)
- (d) You are due to have your first team meeting. Identify possible barriers that may reduce the effectiveness of your verbal communications with the team. (AC3.1.4)
- Preconceived ideas regarding how the team should function
 - Hostility to the new senior administrator
 - No active listening on the part of team members
 - Poor attitude of team members
 - Difference in culture and expectations
 - Hostility to the subject matter
 - Displaying a lack of confidence in chairing the meeting
 - Noise distractions
 - Using too much reliance on graphics/PowerPoint presentation
- (Any 5 x 1 mark)
- (Total 25 marks)**

Question 4

Syllabus Topic 3 Communications in Business Organisations (3.1.3)

Syllabus Topic 4 Planning, Organising and Supporting Meetings and Events (4.2.1), (4.2.3), (4.2.4), (4.2.6)

- (a) Explain the importance of taking the ideas and opinions of the charity into account. (AC3.1.3)
- The charity will have its own ideas based on their past experience of exhibitions (1) and knowledge of its charity supporters (1) and a balance of ideas and opinions will be available (1) which will help to build a positive working relationship in the planning of the exhibition (1) and members of the charity will be actively involved (1) developing ownership of the exhibition (1).
- (5 x 1 mark)
- (b) Explain why it is important to agree the budget with the charity before planning the exhibition. (AC4.2.1)
- Agreeing the budget with the charity enables key decisions to be made such as:
- The amount of money to be spent on the type of venue (1); whether it can afford a hotel or just the town hall (1);
 - The resources and facilities that the charity can afford (1) projectors, tables and chairs, music (1)
 - How many people can be invited (1); whether numbers will need to be restricted (1)
 - Whether guest speakers will be invited (1); travel and accommodation may need to be arranged (1)
- (3 x 2 marks)
- (c) (i) Describe the different types of resources which may be required at the exhibition. (AC4.2.3)
- Audio visual aids (1) screens/projector/music systems/display boards (1)
 - Furniture (1) tables and chairs and charity publications and display racks (1)
 - Staff may need to be hired depending on the budget (1) to monitor displays and meet and greet visitors (1)

Question 4 continued

- Car parking (1) either at the site or close by (1)

(Any 2 x 2 marks)

- (ii) Describe the information and support which would need to be provided to people intending to attend the exhibition. (AC4.2.4)

- When (1) and where (1) the exhibition will be held
- Location maps (1) to show people how to find the exhibition venue (1)
- Arrangements for disabled guests (1) whether car parking is available close to the venue/adequate access/ramps for wheelchairs/lifts (1)
- Is there an entry fee (1) is it free of charge (1)

(3 x 2 marks)

- (d) Identify why the charity would evaluate the performance of any external services used after the exhibition. (AC4.2.6)

- To decide whether or not to use them in the future
- To keep records to inform about future events
- To provide feedback to the service organisation
- To ensure that costs have not gone over budget

(4 x 1 mark)

(Total 25 marks)

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