

Mark Scheme (Results)

Series 2 2014

Pearson LCCI Level 3

Business Administration (ASE20072)

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**LCCI IQ SERIES 2 EXAMINATION 2014  
CERTIFICATE IN BUSINESS ADMINISTRATION  
LEVEL 3  
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 (3.1.2), (3.2.1), (3.2.2), (3.2.3), (3.2.4)**

**Syllabus Topic 4: Planning, Organising and Supporting Meetings and Events (4.4.3), (4.4.5)**

- (a) (i) 1 mark for recognising and including the information regarding your visit to Ellingborough College (AC3.2.2)  
1 mark for stating the correct date of your visit (exactly one week ago from the examination date) (AC3.2.2)
- (ii) 1 mark for choosing to use a letter for the form of communication (NB: Accept email) (AC3.2.1)  
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 addresses and date) (AC3.2.3)  
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 thanking Toni Jones for an enjoyable afternoon at the college and enclosing a copy of the notes for her use (AC3.2.3)
- (iii) 1 mark for spelling 'Ellingborough' correctly  
1 mark for non-inclusion of irrelevant information i.e. 'this is where my sister studied as a student' (AC3.2.4)
- (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/filed for future reference. *Email acceptable with valid reasons* (AC3.2.1)

- (c) (i) Explain why it is important to listen actively when taking minutes. (AC4.4.3)
- So that you can focus solely on what the speaker is saying (1) and the proceedings taking place (1) So that there is no misunderstanding (1) and accurate minutes are provided (1). Time will not be wasted asking for points to be repeated (1)
  - To be clear about what is being said (1) by asking questions (1)
  - Internal or external distractions are minimised (1) so that the key points of the discussion can be captured (1) reducing the need to produce a verbatim record of the meeting (1)
- (4 marks)
- (ii) Describe how to produce and present accurate minutes. (AC4.4.5)
- The minutes should be written up as soon as possible after the meeting whilst they are still fresh in your mind (1) structuring your minutes in an acceptable format (1) or using house style templates (1)
  - You should make sure that your minutes are full enough (1) so that absentees are able to follow the discussion that took place (1)
  - Professional language should be used (1) correct tone and grammar/spelling (1) and should be written in the past tense (1) in third person (1) and should be checked for accuracy (1)
- (Any 3 x 2 marks)
- (d) Describe how you adapted your talk to make it suitable for college students. (AC3.1.2)
- By being clear about the requirements and purpose of the talk (1) and using language appropriate to the level of understanding of the audience (1) explaining any terminology the students would not be familiar with (1) avoiding jargon/technical language (1) keeping sentences short (1)
  - Using a PowerPoint presentation (1) flip charts (1) and handouts (1) so that the students can refer back to any notes they have taken, or handouts, at a later date (1)
  - Ask questions to test understanding (1)

(5 marks)

**(Total 25 marks)**

## QUESTION 2

**Syllabus Topic 1: Internal Organisational Environment: (1.1.3)**

**Syllabus Topic 2: Managing the Work of a Team: (2.4.1), (2.4.3)**

**Syllabus Topic 5: Information Management in Business Organisations: (5.2.1), (5.2.2)**

(a) Identify **five** key business objectives Spires PLC, might have. (AC1.1.3)

The key business objectives of Spires PLC might include:

- Improve (1) and develop (1) the product ranges (1)
- Maintain customer base (1)
- Provide excellent customer service (1)
- Expand company operations into other markets (1)
- Increase market share (1)
- Survive in competitive markets (1)
- Increase profitability (1)
- Limit the liability for shareholders (1)
- Improve public image (1)
- Reduce costs (1)

(Any 5 marks)

(b) Explain why it is important to maintain and update information systems so that they meet user needs. (AC5.2.1)

- Internal and external procedures may have changed (1)
- User requirements may also have changed (1) some systems may not now be required and need to be deleted (1) to increase efficiency (1)
- Additional functional capability may have been identified (1) and once installed will save user time (1) and the company money (1)

(Any 6 marks)

(c) Explain the importance of supporting users of information systems. (AC5.2.2)

- Information will be accessed more quickly by users (1) if they know the correct procedures to follow (1)
- Modifications which are required or desired can often be identified by the users (1) because with training users will be more aware of updates to the system (1)

(4 marks)

(d) (i) Explain the purposes of work assessment. (AC2.4.1)

- To ensure that the key objectives of Spires PLC have been met. (1)  
These might include ensuring the quality of its products (1) and meeting customer requirements (1)
- Appraising team performance (1) as well as individual performance (1) so that performance can be assessed for reward purposes (1) and competent performance (1) and achievement (1) can be recognised (1)/quality of work is of an agreed standard (1)
- Give feedback (1)

(6 marks)

(ii) Explain why opportunities should be provided for team members to assess their own work. (AC2.4.3)

Team members will be able to identify common mistakes they make/improve areas of weakness (1) and correct or avoid making those mistakes in the future. (1) They will also be able to identify areas where they lack skills (1) and be able to develop strategies for self-development/further training. (1)

(4 marks)

**(Total 25 marks)**

### QUESTION 3

#### Syllabus Topic 1: Internal Organisational Environment (1.1.4)

#### Syllabus Topic 4: Planning, Organising and Supporting Meetings and Events: (4.5.1), (4.5.3), (4.5.4), (4.6.2)

(a) Describe the main features of an international sales conference. (AC4.5.1)

- Sales agents from around the world, together with sales teams and management from Technology Worldwide, will meet. (1) They may discuss future product developments (1), markets (1) and sales techniques. (1)
  - Those attending will receive conference packs (1) which will include information about the conference (1) and the venue (1) and company plans for the future (1)
  - They will meet in a conference centre (1) with sufficient space to accommodate the number of guests invited (1)
  - The conference centre will be suitably equipped with presentation facilities (1) syndicate rooms (1) and catering/refreshment facilities (1)
- (4 marks)

(b) (i) Describe the role of the conference organiser on the day of the event. (AC4.5.3)

- Attending the conference venue early (1) so that the room layout can be checked (1)
- Check health and safety arrangements are in place (1) ensure there is sufficient space for wheelchair users (1)
- Make sure equipment is available (1) and in working order (1) technical staff are available (1)
- Refreshment (1) and meal arrangements are in place (1)
- Notices will need to be placed in the reception area (1) directing participants to the venue area/cloakrooms/restaurants (1) detailing emergency procedures (1)
- Attendance registers (1) and name badges need to be available (1)
- Check that any printed materials are available (1) such as agendas (1) handouts (1) delegate packs (1) evaluation forms (1) additional copies should be available (1)
- The conference organiser should also be available to deal with enquiries (1) monitor proceedings (1) and collect feedback from participants (1)

(Any 4 x 2 marks)

(ii) Describe the duties and responsibilities of the conference organiser after the event. (AC4.5.4)

- Arrange for final payments for the venue (1) and possibly any speakers (1) and accept claim forms for any expenses participants may be able to claim (1)
- Analyse and evaluate feedback from participants (1) and identify any improvements that can be made for future conferences (1) and follow up complaints (1)
- Circulate any necessary materials (1) within agreed timescales (1)

(Any 3 x 2 marks)

- (c) Why is it important to confirm a budget for travel and accommodation before arrangements are made? (AC4.6.2)  
So that the most suitable arrangements can be made for those participants from the company requiring travel and accommodation so that all staff are treated the same (1) in line with business requirements (1) without overspending (1)

(2 marks)

- (d) Give reasons why Corporate Social Responsibility (CSR) has become an important business objective at Technology Worldwide. (AC1.1.4)

- There are public relations benefits (1) which will shape consumer perception of the organisation (1) and create a good image (1)
- Positive environment for employees will be created (1) which will be good for employee recruitment (1) and staff retention (1)
- Organisations are required to meet global legislation requirements (1) and to become more environmentally aware (1)
- Pressure from consumers/investors to conform to Corporate Social Responsibility (1) which will influence the organisation's success (1)
- To improve operational efficiency (1) leading to cost savings (1)

(Any 5 marks)

**(Total 25 marks)**



## QUESTION 4

**Syllabus Topic 1: Internal Organisational Environment: (1.1.1)**

**Syllabus Topic 2: Managing the Work of a Team: (2.1.3), (2.3.3)**

**Syllabus Topic 3: Communication in Business Organisations: (3.1.4)**

- (a) Describe the differences between mission statements and business objectives. (AC1.1.1)

A mission statement describes the company's core purpose and values (1) and might include the aims of the company (1) to inspire employees (1) and how the company provides value for its stakeholders (1) whereas objectives are clearly defined targets (1) which can be short term or long term (1) by which the company will achieve its purpose and values. (1) Objectives should be regularly reviewed to help the company measure progress (1)

(5 marks)

- (b) Identify **five** barriers to verbal communication. (AC3.1.4)

- Preconceived ideas of team members (1)
- Different expectations of team members (1)
- Existing prejudices regarding the speaker (1) or the content of the discussion (1)
- Relationships between members of the group
- Negative body language (1)
- Poor listening skills (1)
- Communication style (1)
- Distractions/noise (1)
- Physical environment (1)

(5 marks)

- (c) (i) Describe how flexible working hours can be scheduled. (AC2.1.3)

- Using a framework (1) including core time (1), bandwidth (1), flexihours (1), standard time (1), flexitime off (1) and flexilunch (1)
- Asking staff for their preferences as to which hours they wish to work (1)
- By implementing rotas (1) which should be balanced between staff working patterns and the work demands of the company (1)
- Allocating tasks to team members according to skills and experience (1) and urgency of completion (1) making sure there is adequate cover for staff absences (1)

(5 marks)

- (ii) Describe how the resources required for flexible working hours can be scheduled (AC2.1.3)

- Ensuring that resources will be available when staff working flexible hours are required to be in the office (1) which may require negotiation with other teams for the use of resources (1)

(2 marks)

(d) Apart from flexible working hours, describe **four** other strategies that Wilson Products Limited could introduce to motivate staff. (AC2.3.3)

- Recognise effort (1) and achievements (1)
  - Offer incentives (1) which could be bonuses (1) responsibility (1) promotion (1) time off (1) social events (1)
  - Listen to problems (1) and provide a positive (1) open atmosphere (1)
  - Seek new (1) and innovative (1) ideas from the team
  - Allow autonomy rather than micro-managing (1) so that all team members are encouraged to use their initiative (1) and are presented with challenges (1)
  - Introduce training (1) to update skills/knowledge (1)
  - Work with staff to set clear realistic goals (1) encouraging ownership/understanding of expectations (1)
  - Provide staff with required resources (1) and support (1)
- (4 x 2 marks)

**(Total 25 Marks)**

