

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

**Model Answers**  
Series 3 2013 (ASE20072)

# Level 3 Certificate in Business Administration

## Series 3 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.

© Pearson Education Ltd 2013

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without prior written permission of the Publisher. The book may not be lent, resold, hired out or otherwise disposed of by way of trade in any form of binding or cover, other than that in which it is published, without the prior consent of the Publisher.

**LCCI IQ SERIES 3 EXAMINATION 2013  
CERTIFICATE IN BUSINESS ADMINISTRATION  
LEVEL 3  
MARKING SCHEME**

---

**DISTINCTION MARK 75%  
MERIT MARK 60%  
PASS MARK 50%**

TOTAL 100 MARKS

**Question 1**

**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 (4.1.3), (4.4.2)**

(a) Produce the written communication that you will send to Jason Jennings. You should add any other necessary contact details. In producing the written communication you must:

(i) include relevant information from the above scenario

1 mark for recognising and including the information regarding the complaint received from Jason Jennings (AC3.2.2)

1 mark for stating the correct date and time of the proposed meeting (exactly one week from the examination date) (AC3.2.2)

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

1 mark for choosing to use a letter/email for the form of communication (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 the correct tone and vocabulary in the letter/email –includes using vocabulary relating to the specific purpose of the communication, e.g. “we sincerely apologise for the poor customer service you recently experienced” and “we value you as a customer and so would like to arrange a meeting...” (AC3.2.3)

(iii) check the accuracy of the communication

1 mark for spelling ‘Jason Jennings’ correctly (AC3.2.4).

1 mark for non-inclusion of irrelevant information, i.e. “Jennings Cycles has been a loyal customer of Drummond & McGregor for the last 40 years.”

(b) State **two** reasons why you have chosen to use the form of written communication you have produced (AC3.2.1).

1 mark each for correct reason given for sending a letter/email:

- A letter is an external document **(1)** and this is a formal communication **(1)**
- An email can be sent and received immediately **(1)** and email messages can be accessed from a range of locations **(1)**.

(2 marks)

(c) (i) Identify **three** items of information that Astrid will need to include in the diary entry for the meeting (AC4.1.3).

- Correct date
- Correct time
- Where the meeting will be held
- Subject of the meeting
- Names of staff attending the meeting
- Whether refreshments have been ordered

(3 x 1 mark)

## Question 1 continued

(ii) Outline **two** reasons why it is important that the correct information about the team meeting is entered in the diary (AC 4.1.3).

- To ensure the correct staff are able to attend the meeting/as a reminder **(1)** and that appointments do not overlap **(1)**.
- To secure the meeting room **(1)** ensuring it is not double booked **(1)**.
- Staff with special needs/requirements can be identified **(1)** so that provision can be made for them **(1)**.
- The room being used can be organised **(1)** and any resources required can be made available **(1)**.

(2 x 2 marks)

(d) Describe **four** actions Astrid should carry out as the minute-taker during the meeting (AC4.4.2).

- Circulating the attendance register **(1)** noting late arrivals **(1)**.
- Making notes of discussions **(1)** using abbreviations, symbol or shorthand **(1)**.
- Noting the chairs summary of each discussion **(1)** clarifying points where required **(1)**.
- Recording motions made **(1)** and the names of the people who made them **(1)**.
- Draw up a seating plan (1) so that the correct information can be heard and captured and who said it (1)

(4 x 2 marks)

**(Total 25 marks)**

## Question 2

Syllabus Topic 2: Managing the Work of a Team (2.3.1), (2.3.2), (2.3.5)

Syllabus Topic 4: Planning, Organising and Supporting Meetings and Events (4.3.1)

(a) Explain **three** ways in which Soraya may be of benefit to the team (AC2.3.1).

- As Soraya has worked in a similar job, and has experience she will be able to give ideas of different ways of working/different procedures **(1)** which could help the team to be more efficient **(1)**.
- Being a new, younger member, Soraya is likely to be enthusiastic **(1)** which could encourage and motivate other more established team members **(1)**.
- Soraya may have skills/talents that do not currently exist in the team **(1)** which may improve the team's effectiveness and its reputation **(1)**.

(3 x 2 marks)

(b) (i) State whether the type of meeting you intend to have with John would be classified as formal or informal (AC4.3.1).

- Informal

(1 mark)

(ii) Outline **two** reasons why you have chosen the type of meeting stated in (b)(i) above. (AC4.3.1).

- As this is a one to one meeting **(1)** there are no formal procedures to follow **(1)**
- No formal documentation is required **(1)**; no minutes are required, just notes **(1)**
- The purpose of the meeting is more of a personal nature **(1)** rather than business focussed **(1)**

(2 x 2 marks)

(c) Explain how John can show respect to Soraya (AC2.3.2).

- He should be more tolerant and open minded **(1)** to differences in personality, age, culture **(1)**.
- Be willing to learn about Soraya's culture and customs **(1)** ask her questions **(1)**.
- Accept that Soraya will bring individual talents and experience to the team **(1)** which helps the team to be more effective **(1)**.
- Concentrate more on Soraya's contribution to the team and her input as a team member **(1)** and less on her personality and background **(1)**.
- Support her in learning the job **(1)** by providing constructive feedback on her performance **(1)**.

(4 x 2 marks)

(d) Describe **three** strategies which you could use to resolve the conflict between John and Soraya (AC2.3.5).

- Remain impartial; listen to feedback from the team **(1)** but make your own decisions on how to resolve the situation **(1)**.
- Establish areas of agreement **(1)** and focus on positive aspects of the team **(1)**.
- Develop good team relationships **(1)** by organising social events so that staff have the opportunity to interact with each other **(1)**.
- Use examples from the team to emphasise how diversity improves its effectiveness **(1)** and efficiency **(1)**.
- Highlight how the situation is affecting relationships in the team **(1)** and the negative impact it will have on team working and co-operation **(1)**.
- Hold a meeting (1) so that the problems can be discussed (1)
- Give them tasks to complete together (1) so that they can get to know each other better (1)

(3 x 2 marks)

**(Total 25 marks)**

### Question 3

**Syllabus Topic 1: Internal Organisational Environment (1.1.1), (1.1.3)**

**Syllabus Topic 3: Communication in Business Organisations (3.1.2)**

- (a) Describe **four** key business objectives that a new retail business may have (AC1.1.3)
- To build a solid customer base **(1)** by providing an exceptional service to customers **(1)**.
  - To increase market awareness of the business **(1)** by using the correct marketing channels to advertise **(1)**.
  - To continuously innovate **(1)** by keeping up to date with trends and developments in the retail sector **(1)**.
  - To improve customer loyalty **(1)** by developing better relationships with customers and improving information and communication systems/introducing a policy of CSR **(1)**.
  - Make a profit **(1)** by buying in and selling products at the right price **(1)**.
- (4 x 2 marks)

- (b) Explain why it is important for a business to have a mission statement (AC1.1.2).
- Mission statements enable employees to be focussed on the same goal/objectives **(1)**
  - They will inspire employees **(1)**
  - Employees will be able to see their role in making the mission a reality **(1)**
  - Shows purpose and core values (1)

N.B: other reasonable alternatives accepted

(3 x 1 mark)

- (ii) Explain how business objectives differ from mission statements (AC1.1.1).

- Business objectives are a set of clearly defined targets **(1)** that are used to measure business performance **(1)** whereas mission statements relate to the overall purpose and value of the business **(1)** and are used to inspire employees and promote a positive image to customers **(1)**

(4 x 1 mark)

- (c) Describe **three** ways of ensuring that your presentation is suitable for the audience of prospective retailers (AC3.1.2).

- Use audiovisual aids/presentation software **(1)** your audience may not be familiar with the need for a mission statement or business objectives and using visual aids will help with their understanding **(1)**.
- Use handouts (1) can be referred back to after the meeting (1)
- Use appropriate language **(1)**; avoid using technical jargons that the audience may not understand **(1)**.
- Organise your material **(1)** those present will not remember everything you say but they should be able to remember how you categorised your material **(1)**.
- Consider a handout **(1)** this can be taken away and reviewed at a later time **(1)**.
- Don't include anything that will detract from the information you want to give the audience **(1)** as the distractions rather than the important information are frequently better remembered **(1)**.
- Relate any examples and scenarios to the retail environment **(1)** this makes the information more familiar and interesting for the audience **(1)**
- Make sure you know your audience (1) by researching businesses/backgrounds (1)

(3 x 2 marks)

- (d) State **four** possible barriers to communication that may impact on how your presentation is received (AC3.1.4).

- Background noise or distractions
- Language used/poor communication skills
- Attendees' level of understanding or experience of the topic area/lack of visual aids
- Problems with technology used to deliver the presentation
- Personal relationships among the attendees; how well they know each other
- Personal body language and tone of voice

(4 x 1 mark)

**(Total 25 marks)**

#### Question 4

Syllabus Topic 5: Information Management in Business Organisations (5.1.1) (5.1.5)

Syllabus Topic 4: Planning, Organising and Supporting Meetings and Events (4.6.4)

Syllabus Topic 2: Managing the Work of a Team (2.1.4)

(a) (i) Identify **three** sources of information you could use in your research (AC5.1.1).

- Chinese consulate
- Trade development organisations
- Internet
- Trade magazines
- Travel books/library
- Business contacts

(3 x 1 mark)

(ii) Describe how you would conduct a **keyword search** to find the requested information (AC5.1.2).

- Use an internet search engine such as Google or Bing **(1)** and type in a significantly related word or phrase **(1)** for example 'toys in China'; 'toy retailers in China' **(1)**.

(3 x 1 mark)

(b) Explain **two** ways in which you could report your findings to the Board of Directors (AC5.1.5).

- A written report **(1)** that is organised using headings and numbered sections to help readers find information **(1)**.
- Oral presentation/meeting **(1)** using presentation software or other application software to display information in a visual manner to aid understanding **(1)**.

(2 x 2 marks)

(c) (i) Explain what you would need to do before making travel and accommodation arrangements for members of staff visiting China. (AC4.6.2)

Seek approval for the maximum amount to be spent (the budget) on travel and accommodation **(1)**.

Confirm the numbers of people travelling **(1)** dates **(1)** locations **(1)** and any personal preferences concerning accommodation **(1)**, so that arrangements can be made

Confirm passport details of staff from Lines & Company Ltd who will be travelling to China **(1)** and check whether anyone needs to apply for a visa **(1)**. Insurance and health checks **(1)**

(6 x 1 mark)

(ii) Identify **three** types of information the Sales Managers will need to have before travelling to China. (AC4.6.4)

- Information about China – climate/health arrangements/time zones **(1)** political/economic/environmental factors **(1)** currency/exchange rates
- Information concerning the journey – timetables/maps/routes **(1)**
- Useful telephone numbers – consulates/contacts/travel options/accommodation **(1)**
- Cultural information – business protocols/public holidays/dress codes/alcohol and dietary codes **(1)**

(3 x 1 mark)

#### Question 4 continued

(d) Explain **three** factors you will need to consider to ensure that work is allocated fairly among the team members (AC2.1.4).

- Abilities/skills of team members **(1)** whether or not the particular team member has the appropriate skills to complete the task **(1)**.
- Overall workload of team members **(1)** whether or not there is the capacity for team members to take on more work **(1)**.
- The working arrangements of team members **(1)** team members who work part-time should not be allocated the same level of work as full-time team members **(1)**.
- Whether team members will be confident enough to take on your work **(1)** lack of confidence will make the task stressful for the team member **(1)**.

(3 x 2 marks)

**(Total 25 marks)**

**Pearson**

190 High Holborn  
London  
WC1V 7BH

Tel. +44 (0) 247 651 8951

Fax. +44 (0) 247 651 6566

Email. [internationalenquiries@pearson.com](mailto:internationalenquiries@pearson.com)

[www.lcci.org.uk](http://www.lcci.org.uk)

[www.pearson.com/uk](http://www.pearson.com/uk)