

Mark Scheme (Results)

Series 3 2014

Pearson LCCI Level 3  
CERTIFICATE IN BUSINESS  
ADMINISTRATION

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**LCCI IQ SERIES 3 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 (3.2.1), (3.2.2), (3.2.3), (3.2.4)  
Syllabus Topic 4 Planning, Organising and Supporting Meetings and Events (4.2.3), (4.5.1,  
(4.6.1)**

- (a) (i) 1 mark for recognising and including information about the departmental meeting. (AC3.2.2)  
1 mark for stating the correct date and place of the meeting (16 June 2014, Room 12) (one week exactly from the examination date). (AC3.2.2)
- (ii) 5 marks for correctly outlining five main features of trade fairs. (AC4.5.1)
- Companies in a specific industry can attend
  - Companies can showcase their latest products
  - Product demonstrations take place
  - The activities of competitors can be studied
  - Recent market trends and opportunities can be examined
  - Some trade fairs are open to the public
  - Members of the press will be present
  - In addition to the cost of hiring stand space, will be the costs covering stand design and construction
  - New products can be launched
  - Provides networking opportunities
  - Investors may attend
  - A customer base can be created to follow-up at a later date
- (Any 5 x 1 marks)
- (iii) 1 mark for choosing to use an email as the form of communication (*NB accept memo*). (AC3.2.1)  
1 mark for the correct layout of the document as shown in the Appendix of the Syllabus to include email addresses, and the date (*if a memo is used any three suitable headings should be included*). (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, 'Archie Bateman, your Manager, has asked you to contact all marketing and sales staff' and 'Gibson & Young wishes to take part in an international trade fair'. (AC3.2.3)
- (iv) 1 mark each for spelling 'Archie Bateman' and 'international trade fair' correctly (AC3.2.4)
- (b) 1 mark for each correct reason given for sending an email – an email can be sent and received immediately and email messages can be accessed from a range of locations or cheap means of communication/can be sent to multiple people at the same time. (AC3.2.1)  
(*If a memo is used – a memo is an internal document and can be filed for future reference*)
- (c) Identify **four** resources that may be required for the departmental meeting. (AC4.2.3)
- Audiovisual equipment may be used to aid any presentation made by Archie Bateman (1), which may include:  
an interactive whiteboard can be used to capture and save notes and feedback on discussions (1)

flip chart (1) may be used for capturing ideas (1)  
a computer connected to a projector using presentation software (1)

or

- Refreshments
- Handouts/documents/brochures
- Writing materials/stationery

(1 plus any 3 marks)

(d) Explain the different types of travel that might need to be booked. (AC4.6.1)

- Travellers to the trade show may need to use a combination of ways of travelling (1) which might include: road (1), rail (1), sea (1) or air (1) depending on whether they are travelling nationally (1) or internationally (1) in accordance with the budget set (1)

(Any 6 marks)

**(Total 25 marks)**

## Question 2

**Syllabus Topic 1 Internal Organisational Environment (1.1.2), (1.1.5)**

**Syllabus Topic 4 Planning, Organising and Supporting Meetings and Events (4.1.4), (4.1.7)**

(a) (i) Explain how to prioritise diary entry requests. (AC4.1.4)

- According to the urgency of the request (1) whether there is a deadline (1) or due dates (1) and the potential impact of this meeting on the business (1) which might cause overlapping appointments (1)
- Identify the implications for existing entries (1) and negotiate alternative arrangements (1)
- Whether resources are available (1)

(6 marks)

(ii) Give **two** reasons why it is important to prioritise diary entry requests. (AC4.1.4)

- To comply with organisational policies and procedures
- To ensure that customer expectations are met/improve efficiency
- To meet important deadlines
- To manage the time staff time
- So that resources can be shared fairly amongst staff

(Max 2 marks)

(b) Describe how security issues, relevant to diary systems, can be managed. (AC4.1.7)

- Access is only allowed to staff that need to view appointments
- Passwords are in place to protect information
- Enforce a log off system when leaving the desk
- To keep manual diaries out of sight/locked away

(Max 2 marks)

(c) (i) Explain why it is important that Creative Advertising has **both** a mission statement and business objectives. (AC1.1.2)

- All stakeholders can be focused on the same goals and objectives
- Mission statements and business objectives will clarify organisational (1), departmental (1) and individual (1) focus

(3 marks)

(ii) Describe the importance of business objectives. (AC1.1.2)

- Helps to ensure that all employees are working towards the same targets (1) which will lead to efficient production (1)
- Employees will understand what is expected of them (1) minimum standards can be set (1) and progress can be reviewed (1) to judge success (1)
- Will be used as a basis for business planning (1) to achieve business aims (1)

(6 marks)

(d) Explain how business objectives might impact on team objectives and targets. (AC1.1.5)

- Business objectives are set at a strategic level (1) to reflect the aims and mission statement of the organisation (1)
- Departmental objectives will be set that will reflect how they can help achieve the organisational objectives (1)
- Team objectives will be set to reflect how the team can help achieve the departmental objectives (1) and provide a clear structure for all the activities carried out. (1) By measuring how well an objective is carried out managers can make necessary changes to their activities (1) to enable progress/achievement (1)

(6 marks)

**(Total 25 marks)**

### Question 3

**Syllabus Topic 2 Managing the Work of a Team (2.2.1), (2.3.4)**

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

**Syllabus Topic 5 Information Management in Business Organisations (5.2.4)**

- (a) Explain how the procedures followed during a team meeting will be different from those for a formal meeting. (AC4.3.1)
- There may not be an agenda in an informal meeting (1) but there will be an agenda in a formal meeting (1)
  - The Team Leader will preside over the team meeting (1) whereas a member of the senior management team will chair a formal meeting (1)
  - The Team Leader will take an active role in the discussions (1) whereas the chairperson of a formal meeting will not take part in the discussions (1)
  - There are no formal, laid out procedures for an informal meeting (1) but a formal meeting should be conducted with laid down procedures (1)
  - Notes taken during the team meeting will be briefer and in the form of action points (1) these are not normally signed as being correct (1) whereas in a formal meeting a record of the discussion is usually in the form of minutes (1) which will be signed as being correct by the chairperson (1)
  - The notetaker will take part in the discussion during the team meeting (1) whereas the minute taker at a formal meeting will not take part in the discussion (1)
  - Voting procedures will not take place in the team meeting (1) but decisions required in a formal meeting will be the subject of voting if a consensus is not achieved (1)
- (6 marks)

- (b) (i) Explain, using **two** examples, how to set targets for the after-sales team. (AC2.2.1)
- Strengths and weaknesses of team members should be taken into account when setting targets (1) when setting SMART goals (1) Specific, Measurable, Agreed, Realistic and Time-related (1)
  - Examples of SMART targets for the after-sales team at Cheshams might be to answer the telephone within three rings (1) or to report the number of queries received each day by Monday of each week (1)

*(other valid examples of SMART goals will be accepted)*

(4 explanation marks plus 2 examples) (6 marks)

- (ii) Explain why it is important to set targets for individual team members and the team as a whole. (AC2.2.1)
- Staff will focus on achieving the goal (1) and find ways to work towards completing the goal (1)
  - When a task is repetitive boredom will be relieved (1)
  - Individual team members will be motivated (1) which will increase the productivity of the team (1) and improve the work quality (1)

(3 marks)

- (c) Describe **three** situations where team members might need support. (AC2.3.4)
- When new members of staff join the team (1) they will need help with procedures which are in use (1) completion of paperwork (1) reporting procedures (1)
  - When work schedules are busy (1) and when urgent tasks need completing (1)
  - When new (1) or challenging tasks (1) need completing which may take additional time (1)
  - When covering for staff who have left (1) before a replacement is in post (1)
  - When staff are experiencing personal problems (1) they may need to talk to the team leader to discuss their situation (1) or negotiate reduced hours (1)
  - When there are conflicts within the team (1) advice may be needed (1)
  - When staff from different cultures and customs join the team (1) they may need a mentor (1)
- (3 x 2 marks)

### Question 3 Continued

- (d) Identify **four** benefits of continuously updating information systems. (AC5.2.4)
- So that the system continues to meet the needs of both the organisation and the users
  - To improve efficiency
  - To accommodate new organisation and user needs
  - The system can be modified to remove unwanted functionality and/or information
  - To remain free from viruses

(4 marks)

**(Total 25 marks)**

### Question 4

**Syllabus Topic 2 Managing the Work of a Team (2.1.2), (2.1.4)**

**Syllabus Topic 3 Communication in Business Organisations (3.1.2), (3.1.4)**

**Syllabus Topic 5 Information Management in Business Organisations (5.1.1), (5.1.4)**

- (a) (i) Explain why it is important to agree quality standards and timescales with teams. (AC2.1.2)
- So that there is consistency within the team (1) and accuracy (1) and efficiency across the organisation (1) which means that mistakes will be reduced (1) and work will be completed according to the organisational standards (1)
  - Deadlines will be met (1) and the team can enhance its reputation for efficiency and reliability

(Any 5 marks)

- (ii) Explain **two** factors that should be considered when allocating work fairly amongst team members. (AC2.1.4)
- Strengths and abilities of team members (1) work can be completed more quickly (1) and to a high standard (1)
  - Experience of staff (1) inexperienced staff may not be able to complete work on time (1)
  - Current workload and responsibilities (1) staff may also have other work activities that need to be completed to deadlines (1)
  - Willingness/confidence to complete the task (1) staff's own preferences should be discussed (1)
  - Team members may feel that some activities are more interesting or easier than others (1) tasks should be rotated so that tasks are not always allocated to the same staff
  - Suggestions and recommendations from team members (1) team meetings could be held to discuss how work will be allocated (1)
  - Availability of resources (1) all staff should have equal resources to work with (1)
  - Work arrangements (1) part time workers shouldn't be given the same amount of work as full time employees (1)

(4 marks)

- (b) (i) Identify **two** sources of information that could be used when planning the presentation. (AC5.1.1)

- Other team leaders in the organisation
- Your own experience and records
- Internet websites
- Magazines
- Books

(2 marks)

- (ii) Describe **two** factors to be considered when evaluating the relevance of information. (AC5.1.4)

- Whether the information received from other team leaders is accurate (1) and up to date (1) and relevant (1)
- Information from the internet is not subject to regulation (1) and can be inaccurate (1) and biased (1)

(2 x 2 marks)

- (c) (i) Describe **three** ways you might have to adapt your presentation skills when speaking to the management team. (AC3.1.2)
- Ensure that the language used is appropriate to the level of understanding of the management team members (1) which may mean that you need to change your normal presentation style (1)
  - Have a clear idea of why you have been asked to talk to management (1) and how much information is required (1)
  - Use appropriate audiovisual aids (1) which may help to clarify the points you are making (1)
- (6 marks)
- (ii) Identify **four** communication barriers that might be experienced when presenting your talk to the management team. (AC3.1.4)
- Preconceived ideas of participants
  - Different expectations
  - Existing prejudices regarding the speaker/the content of the presentation
  - Negative body language of participants
  - Poor listening skills of participants
  - Lack of interest
  - Disturbances eg noise
  - Different experiences
  - Different cultures/languages
  - Being unable to see/hear the presentation
  - Technical issues with the equipment being used

(4 marks)

**(Total 25 marks)**



