



Mark Scheme

Series 4 2014
Results

Pearson LCCI Level 3
Business Administration (ASE20072)

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

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 (4.2.5), (4.3.2)

Syllabus Topic 5: Information Management in Business Organisations (5.2.3)

(a)(i) 1 mark for recognising and including the information regarding the meeting to discuss the problems recently experienced with information systems/in particular a loss of data. (AC3.2.2)

1 mark for stating the correct date and time of the meeting (exactly one week from today at 2 pm (AC3.2.2)

(ii) 5 marks for correctly explaining the controls that can be introduced to ensure data is not lost. (AC5.2.3)

- Regularly backing up information held electronically (1). Storing backup files in a fireproof safe (1), in a different location/memory cards/flash drives (1), rather than all in one location (1). Recovery procedures put in place to ensure information is restored as quickly (1) and completely as possible (1).
- Passwords can be set to protect data and information held electronically (1) and anti-virus protection should be downloaded (1).

(Any 5 x 1 mark)

(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 'Derek Tomlinson has asked me to contact all departmental managers' and 'so that the problems/controls can be discussed in more detail'. (AC3.2.3)

(iv) 1 mark each for spelling 'Derek Tomlinson' and 'Heatherington Room' 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'. (AC3.2.1) (*If a memo is used – a memo is an internal document and can be filed for future reference*.)

(Any 2 x 1 mark)

Question One continued

(c) Describe **three** actions that should be taken in order to organise the meeting. (AC4.2.5)

- Check availability of departmental managers (1) so that a convenient date or time can be arranged (1).
- Ensure all departmental managers have been invited (1) and acceptances/apologies have been received (1).
- Agree and prepare relevant documentation (1) such as an agenda and any meeting papers (1).
- Ensure that the Heatherington Room is available (1) and the required resources/refreshments/equipment/adequate seating will be in place (1).

(Any 3 x 2 marks)

(d) Explain the purpose of the agenda that will be used in the meeting. (A4.3.2)

- The purpose of the agenda is to list the items to be discussed at the meeting (1) so that everyone can focus on what needs to be done before and during the meeting (1). The topics on the agenda will be followed so that no one goes off topic (1). An agenda will help to keep the meeting on time (1) whilst ensuring that an intended topic is not forgotten (1).

(Any 4 x 1 mark)

(Total 25 marks)

Question 2

Syllabus Topic 2: Managing the Work of a Team (2.1.1), (2.3.5), (2.4.4)

Syllabus Topic 3: Communication in Business Organisations (3.1.1.), (3.1.4)

- (a) Explain the need to share and agree work plans with team members. (AC2.1.1)
- Team members will feel included (1) and valued (1). Work can only be successfully completed if the whole team understands what they are expected to achieve (1) and the steps they need to take to achieve the team's goals (1).
 - Commitment will be increased (1) resulting in a better team performance (1) and staff will be motivated (1) and results achieved (1).
 - Responsibilities become clear (1) and all team members will understand what is expected of them (1) so that efficiency can be achieved (1). Priorities can be put in place (1) and deadlines met (1).

(Any 4 x 1 mark)

- (b) Assess the value of constructive feedback in improving team and individual performance. (AC2.4.4)
- Constructive feedback identifies areas for development (1) and what support/training will need to be given (1).
 - Mistakes can be identified (1) and reoccurrences prevented (1).
 - Motivation will be maintained (1) and staff will feel recognised/valued (1).
 - Encourages employees to change (1), reinforces desired behaviour (1).
 - Non-constructive feedback will demotivate team members (1) causing stress (1) and team members may not receive adequate advice on how to improve the negative aspects of their performance (1).

(Any 6 x 1 mark)

Question Two continued

(c) As the Team Leader, describe strategies you could use to resolve conflict within the team. (AC2.3.5)

- Deal with the issues raised swiftly (1) by facilitating discussion between the individuals involved and yourself (1). Issues can be discussed in a team meeting (1) where solutions can be offered (1) and a programme of regular team meetings can be put in place (1). One-to-one meetings can be held so that individual performance can be discussed (1).

(5 x 1 mark)

(d) (i) Describe **two** ways of directing discussions in the team meeting to achieve its objectives. (AC3.1.1)

- Outline the objectives at the beginning of the meeting (1) by following the agenda (1).
- Set time limits (1) and keep the discussion relevant to the purpose of the meeting (1).
- Ensure that all team members have an opportunity to participate (1), stop irrelevant discussions (1).

(4 x 1 mark)

(ii) Identify **six** barriers to verbal communication during the team meeting. (AC3.1.4)

- Preconceived ideas of team members
- Different expectations of team members
- Existing prejudices regarding the content of the discussion
- Communication style of the Team Leader/level of assertiveness/expressiveness
- Dynamics of the group and how this affects receptiveness of the communication
- Relationships between members of the group
- Negative body language
- Lack of empathy between team members
- Lack of understanding by team members
- Lack of interest
- Poor listening skills

(6 x 1 mark)

(Total 25 marks)

Question 3

Syllabus Topic 2: Managing the Work of a Team (2.4.1), (2.4.2)

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

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

- (a) Explain why it is important to agree the budget before starting to plan this conference. (AC4.2.1)
- Decisions can be made regarding the amount of money that is available for holding this conference (1) including the type of venue that can be booked (1), whether the resources required are affordable (1), how many people can be invited (1), the types of refreshment and meals that can be provided (1), whether guest speakers can be invited (1), the type of travel and accommodation expenses that can be claimed (1).
 - Overspending could be avoided (1) and discounts negotiated (1)

(Any 4 x 1 mark)

Question Three continued

- (b) Describe **three** types of advice/support attendees invited to the conference might need. (AC4.2.4)
- Attendees will need to know when and where the conference will be held (1) so that they can make arrangements to attend (1).
 - Topics to be discussed (1) so that adequate preparation can take place prior to the conference (1).
 - Arrangements for guests with disabilities (1), whether car parking is available close to the venue/adequate access/ramps for wheelchairs/lifts (1).
 - Arrangements for refreshments (1) whether special dietary needs will be catered for (1).
 - The availability of audio visual/presentation equipment at the venue (1) so that presentation material can be prepared in advance to suit the availability of the equipment (1).

(Any 6 x 1 mark)

- (c) (i) Outline **two** purposes of work assessment. (AC2.4.1)
- To agree quality standards (1) so that customers know what they can expect (1) performance can be monitored (1) and quality control can be carried out (1).
 - Assess the performance of staff for reward purposes (1) so that competent performance/achievement can be recognised (1).

(Any 2 x 2 marks)

- (ii) Explain how to make fair and objective assessments of the work of teams and individual team members. (AC2.4.2)
- Decide (1) and inform (1) team members whether the assessment is to be specific to an objective/activity (1) or general to overall performance (1).
 - Make use of reliable (1) qualitative and quantitative data to support assessment (1).
 - Take account of possible constraints on performance (1) such as resourcing (1) or impact of other teams (1).
 - Encourage teams/individuals to assess their own performance (1) against agreed targets and standards (1).
 - Appraisal interviews (1), one-to-one discussions (1).

(Any 6 x 1 mark)

- (d) Explain the importance of training and supporting users of information systems. (AC5.2.2)
- Users will be able to access information more quickly (1) because they will know the procedures to follow (1) and will be aware of updates to the system (1).
 - Training will improve the accuracy of data entry (1) so that money (1) and time (1) will be saved (1) enabling information systems to be more efficient (1).

(Any 5 x 1 mark)

(Total 25 marks)

Question 4

Syllabus Topic 1: Internal Organisational Environment (1.1.3), (1.1.4), (1.1.5)

Syllabus Topic 4: Planning, Organising and Supporting Meetings and Events (4.6.3), (4.6.4)

(a) Explain why CSR is important as a business objective. (AC1.1.4)

- The organisation will demonstrate that it incorporates social, economic and environmental concerns (1) into its values (1), decision making (1), culture (1), operations (1) and policies and procedures (1) in order to establish better practices within the firm (1) and improve brand image (1).

(Any 6 x 1 mark)

(b) Describe **two** key business objectives, other than CSR, that this publishing company is likely to have. (AC1.1.3)

- Increasing profits (1) by selling its services at the right price (1) by cutting costs where possible (1).
- Survival (1) by keeping costs as low as possible (1).
- Innovation (1) employing the latest design techniques/designers (1).
- Improving public image (1) promote the company more widely (1) and ensure customer service is excellent (1) providing value for money (1).
- Increasing market share (1) by promoting the company in new markets (1).

(Any 2 x 2 marks)

(c) Explain how business objectives 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 to achieve the business 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 to be carried out (1).

(Any 5 x 1 mark)

(d)(i) Identify **four** ways of researching travel and accommodation that might be useful when organising the visit to New York. (AC4.6.3)

- Internal organisation travel department
- Travel agencies/companies
- Internet
- Tourist information centres
- Travel guides
- Embassies
- Feedback from colleagues who have previously visited the country

(4 marks)

Question Four continued

(ii) List **six** items of information that should be given to the Chief Executive for his visit to New York. (AC4.6.4)

- Itinerary (1) which should include flight details (1), accommodation information (1) meeting times (1) time difference information (1).
- Visa (1).
- Insurance policy (1).
- Useful telephone numbers (1) e.g. local taxi services (1), hotels (1), contacts (1).
- Expense allowances (1), reimbursement procedures (1), company credit card (1).
- Leisure facilities (1).

(6 marks)

(Total 25 marks)