

## **Certificate in Business Administration (New 2012)**

**ASE20072**

**Level 3**

**Monday 8 April 2013**

**Time allowed: 2 hours 30 minutes**

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### **Information**

- There are 4 questions in this examination.
  - Total marks available: 100
  - All questions carry equal marks.
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### **Instructions**

- Do **not** open this paper until you are told to do so by the supervisor.
  - Answer **all questions**.
  - Spend the first **15 minutes** reading through the questions. You may make notes during this time.
  - Write your answers in blue or black ink/ballpoint.
  - All questions must be correctly numbered but need not be in numerical order.
  - When you finish, check your work carefully and cross out any rough work.
  - You may use an English or bilingual dictionary.
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## Question 1

### Scenario

You work as a Senior Administrator in the Sales Department of Klinger Engineering. While you were on sick leave, the Annual Engineers' Sales Conference was organised by a Junior Administrator. The Conference, which was held one week ago today, started at 10 am.

On your first day back at work, Diana Prentice, Head of Administrative Services, informed you that there were a number of problems on the conference day, including: the conference room being overcrowded, presentation equipment not working and there were insufficient copies of paperwork.

She has therefore asked you to contact all administrative staff as soon as possible to remind them of the checks that should be made before the day of any organised meeting.

- (a) Produce the written communication that Diana Prentice has requested. In producing the written communication you must:
- (i) Include the relevant information in the scenario (7 marks)
  - (ii) Use the appropriate layout, tone and vocabulary to suit the purpose of the communication (4 marks)
  - (iii) Check the accuracy of the communication. (2 marks)
- (b) State **two** reasons why you have chosen to use the form of written communication you have produced. (2 marks)
- (c) Describe **two** ways in which the Junior Administrator could have resolved the problems as they occurred. (4 marks)

Diana has also asked you to follow up this initial communication by writing notes describing the factors to be considered when choosing a suitable room for meetings.

- (d) Write detailed notes describing the factors to be considered when choosing a room for a meeting (6 marks)

**(Total 25 marks)**

## Question 2

SJB is a new business making and selling fashion accessories. As it is a small business, the owner Sean Beaumont, does not think it is necessary to have any business objectives.

- (a) (i) Explain the importance of SJB having business objectives. (4 marks)
- (ii) Describe **two** possible key business objectives that SJB could have. (4 marks)
- (b) Explain why Corporate Social Responsibility (CSR) is an important business objective for SJB. (8 marks)

Sean's friend has told him that he needs to set up a suitable information system and review its effectiveness over time.

- (c) Identify the benefits to SJB of reviewing and continuously improving its information systems. (5 marks)
- (d) Explain the legislative requirements SJB will need to comply with regarding data protection and freedom of information. (4 marks)

**(Total 25 marks)**

## Question 3

You have recently been appointed as a Senior Administrator in the Human Resources Department of Rossetti Manufacturing. Your role involves supporting the Head of HR Services and managing a team of five administrators who mainly produce written communications and arrange meetings and events.

One of your first objectives is to prepare a plan of how you will manage the performance of your team.

- (a) (i) Explain **two** factors you would consider in setting targets for your team. (4 marks)
- (ii) Identify **two** SMART targets you could possibly set for your team members. (2 marks)
- (b) Explain why it is important to agree quality standards and timescales with team members when you allocate tasks. (6 marks)
- (c) Describe how you would motivate your team to drive team performance and results. (8 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. (5 marks)

**(Total 25 marks)**

#### Question 4

You volunteer with a local charity and are currently helping it to arrange an exhibition in the town centre to help raise awareness and encourage donations. You will be meeting soon with executive members of the charity to discuss plans for the exhibition.

- (a) Explain the importance of taking the ideas and opinions of the charity into account. (5 marks)
- (b) Explain why it is important to agree the budget with the charity before planning the exhibition. (6 marks)
- (c)
  - (i) Describe the types of resources that may be required at the exhibition. (4 marks)
  - (ii) Describe the information and support which would need to be provided to people intending to attend the exhibition. (6 marks)
- (d) Identify why the charity would evaluate the performance of any external services used after the exhibition. (4 marks)

**(Total 25 marks)**