

**Pearson LCCI**

**Certificate in Business  
Administration  
Level 3**

Monday 7 April 2014

**Time: 2 hours 30 minutes**

Paper Reference

**ASE20072**

**You will need:**

An answer book

**Instructions**

- Do **not** open this examination paper until you are told to do so by the supervisor.
- Use **black/blue** ink or ball-point pen  
– *pencil can only be used for graphs, charts, diagrams, etc.*
- Ensure your answers are written clearly.
- Begin your answer to each question on a new page.
- Write on both sides of the page.
- All answers must be correctly numbered but need not be in numerical order.
- If you need more space, use the additional sheets provided. Write your name, candidate number and question number on each sheet and attach them to the inside of your answer book. State the number of additional sheets attached on the front of your answer book.
- When you finish, cross through any rough notes and preparatory work.
- Answer **all** questions.
- You should spend the first 15 minutes reading through the questions. You may make notes during this time.

**Information**

- The total mark for this paper is 100.
- There are four questions in this question paper  
– *each question carries equal marks.*
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- You may use an English or bilingual dictionary.

**Advice**

- Read each question carefully before you start to answer it.
- Check your answers carefully if you have time at the end.

*Turn over* ►

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**PEARSON**

**Answer ALL questions.**

**1** You work as a Senior Administrator in the Human Resources (HR) Department at Jamieson Publishing Limited. One week ago today you talked to business administration students at Ellingborough College about taking minutes at a meeting. This is where your sister studied as a student.

You now wish to follow up your visit by thanking Toni Jones, the Course Leader, for an enjoyable afternoon at the College and enclosing a copy of your notes for her use.

(a) Produce the written communication. (*You can include additional details to complete this document*).

In producing the written communication, you must:

(i) include the relevant information in the scenario (2)

(ii) use the appropriate layout, tone and vocabulary to suit the purpose of the communication (4)

(iii) check the accuracy of the communication. (2)

(b) State **two** reasons why you have chosen to use the form of written communication you have produced. (2)

(c) (i) Explain why it is important to listen actively when taking minutes. (4)

(ii) Describe how to produce and present accurate minutes. (6)

(d) Describe how you adapted your talk to make it suitable for college students. (5)

**(Total for Question 1 = 25 marks)**

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**2** You are the Team Leader of the Support Team in Management Information Services in the Head Office at Spires PLC, a major brand sports retailer.

(a) Identify **five** key business objectives Spires PLC might have. (5)

(b) Explain why it is important to maintain and update information systems so that they meet user needs. (6)

(c) Explain the importance of supporting users of information systems. (4)

As a Team Leader, work assessment is an important part of your job.

(d) (i) Explain the purposes of work assessment. (6)

(ii) Explain why opportunities should be provided for team members to assess their own work. (4)

**(Total for Question 2 = 25 marks)**

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**3** You work as a Senior Administrator in the Sales Department of Technology Worldwide, which markets and sells computer software. An international sales conference is planned to take place in Paris next year and you have been asked to organise this event.

(a) Describe the main features of an international sales conference. (4)

(b) (i) Describe the role of the conference organiser on the day of the event. (8)

(ii) Describe the duties and responsibilities of the conference organiser after the event. (6)

(c) Why is it important to confirm a budget for travel and accommodation before arrangements are made? (2)

Technology Worldwide is committed to managing its operations in such a way as to have a positive impact on society and the organisation.

(d) Explain why Corporate Social Responsibility (CSR) has become an important business objective at Technology Worldwide. (5)

**(Total for Question 3 = 25 marks)**

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**4** You work as a Team Leader at Wilson Products Limited. Restructuring has taken place over the past year and although some of the company's objectives have been amended, the mission statement has remained the same.

(a) Describe the differences between mission statements and business objectives. (5)

Staff motivation is low at Wilson Products Limited and management has been discussing how to combat this. Team Leaders will be asked to discuss ideas with their teams.

(b) Identify **five** barriers to verbal communication. (5)

(c) (i) Management has decided to offer flexible working hours to staff where possible. Describe how flexible working hours can be scheduled. (5)

(ii) Describe how the resources required for flexible working hours can be scheduled. (2)

(d) Apart from flexible working hours, describe **four** other strategies that Wilson Products Limited could introduce to motivate staff. (8)

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**(Total for Question 4 = 25 marks)**

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**TOTAL FOR PAPER = 100 MARKS**