

## **Certificate in Business Administration**

**ASE20072**

**Level 3**

**Thursday 6 June 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**.
  - You are advised to spend the first 15 minutes reading through the questions and making notes. This is part of the total time for the examination.
  - 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 are Team Leader in the Customer Service Department at Drummond & McGregor, a company which manufactures bicycles. Jennings Cycles has been a loyal customer of Drummond & McGregor for the last 40 years. Jason Jennings, the owner of Jennings Cycles, has recently complained to Drummond & McGregor about the poor levels of customer service his business has experienced.

It has been agreed that you will contact Jason Jennings to apologise and to arrange a meeting to discuss his complaint. The proposed date for the meeting is one week from today at 11 am.

- (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 (2 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)

You have decided to hold a team meeting to discuss ways of improving customer service. Astrid, the Junior Administrator in your department, has been asked to arrange the meeting and to take the minutes.

- (c) (i) Identify **three** items of information that Astrid will need to include in the diary entry for the meeting. (3 marks)
- (ii) Outline **two** reasons why it is important that the correct information about the team meeting is entered in the diary. (4 marks)
- (d) Describe **four** actions Astrid should carry out as the minute-taker during the meeting. (8 marks)

**(Total 25 marks)**

## Question 2

You are the Team Leader in the Service Delivery Department at Kitson Accounting Solutions. Most of your team have been with the company for several years and have a very good working relationship with each other.

Recently, a new, younger member of staff, Soraya, was appointed. Soraya has recently settled in the country and even though she has worked in a similar role, she has found it difficult to fit in with her new team.

- (a) Explain **three** ways in which Soraya may be of benefit to the team. (6 marks)

You have noticed that one member of the team, John, has been particularly disrespectful to Soraya. Other team members have also spoken to you about this. You have decided to arrange a meeting with John to discuss this situation.

- (b) (i) State whether the type of meeting you intend to have with John would be classified as formal or informal. (1 mark)
- (ii) Outline **two** reasons why you have chosen the type of meeting stated in (b)(i) above. (4 marks)
- (c) Explain how John can show respect to Soraya. (8 marks)
- (d) Describe **three** strategies which you could use to resolve the conflict between John and Soraya. (6 marks)

**(Total 25 marks)**

## Question 3

You have been asked to present a paper at the next meeting of the Business Startup Forum. Those attending the meeting are in the process of starting up a retail business. The topic of your presentation is *Business Objectives and Mission Statements*.

- (a) Describe **four** key business objectives that a new retail business may have. (8 marks)
- (b) (i) Explain why it is important for a business to have a mission statement. (3 marks)
- (ii) Explain how business objectives differ from mission statements. (4 marks)
- (c) Describe **three** ways of ensuring that your presentation is suitable for the audience of prospective retailers. (6 marks)
- (d) State **four** possible barriers to communication that may impact on how your presentation is received. (4 marks)

**(Total 25 marks)**

#### Question 4

You are a Senior Administrator in the Marketing Department at Lines & Company Ltd, a company which manufactures toys. The company is planning to expand its business into China. You have been asked to research this new market urgently and report back to the Board of Directors.

- (a) (i) Identify **three** sources of information you could use in your research. (3 marks)
- (ii) Describe how you would conduct a **keyword search** to find the requested information. (3 marks)
- (b) Explain **two** ways in which you could report your findings to the Board of Directors. (4 marks)
- (c) (i) Explain what you would need to do before making travel and accommodation arrangements for members of staff visiting China. (6 marks)
- (ii) Identify **three** types of information the Sales Managers will need to have before travelling to China. (3 marks)

In view of the urgency of this task, some of your workload will be allocated to other team members.

- (d) Explain **three** factors you will need to consider to ensure that work is allocated fairly among the team members. (6 marks)

**(Total 25 marks)**