

Pearson LCCI

Certificate in Business Administration

Level 3

Monday 9 June 2014

Time: 2 hours 30 minutes

Paper Reference

ASE20072

You will need:

An answer book

Instructions

- Do **not** open this 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, on the front of your answer book, the number of additional sheets attached.
- 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 Marketing Department of Gibson & Young, which manufactures office screens and partitions. Your Manager is Archie Bateman.

Gibson & Young wishes to take part in an international trade fair to be held in London. This is a new venture and Archie is anxious that his staff have some knowledge of trade fairs as part of the planning for the event.

Archie has asked you to arrange a departmental meeting exactly one week from today at 10 am in Room 12, at Head Office. You need to contact all marketing and sales staff requesting that they attend this meeting and, at the same time, outline the main features of trade fairs.

- (a) Using the information provided above, produce the written communication that Archie Bateman has requested.

In producing the written communication, you must:

- (i) include the relevant information in the scenario above (2)
 - (ii) outline **five** main features of trade fairs (5)
 - (iii) use the appropriate layout, tone and vocabulary to suit the purpose of the communication (4)
 - (iv) 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) Identify **four** resources that may be required for the departmental meeting. (4)

As well as internal staff attending the trade fair, overseas agents will be travelling to the trade fair.

- (d) Explain the different types of travel that might need to be booked. (6)

(Total for Question 1 = 25 marks)

2 You work as an Administrator at Creative Advertising, which is a new company. You undertake a variety of roles, one of which is to manage the diary system for the office.

- (a) (i) Explain how to prioritise diary entry requests. (6)
- (ii) Give **two** reasons why it is important to prioritise diary entry requests. (2)
- (b) Describe how security issues, relevant to diary systems, can be managed. (2)
- (c) (i) Explain why it is important that Creative Advertising has **both** a mission statement and business objectives. (3)
- (ii) Describe the importance of business objectives. (6)
- (d) Explain how business objectives might impact on team objectives and targets. (6)

(Total for Question 2 = 25 marks)

3 You are the Team Leader of the after-sales section at Cheshams, a washing machine manufacturer. This is a very busy section and a lot of the tasks require urgent action. There is also a steady turnover of staff. The team meets informally at regular intervals when targets are discussed and staff are encouraged to raise any issues they might have concerning work.

- (a) Explain how the procedures followed during a team meeting will be different from those for a formal meeting. (6)
- (b) (i) Explain, using **two** examples, how to set targets for the after-sales team. (6)
- (ii) Explain why it is important to set targets for individual team members and the team as a whole. (3)
- (c) Describe **three** situations when team members might need support. (6)

A team member has asked you why it is necessary to continually update the information systems used in the section.

- (d) Identify **four** benefits of continuously updating information systems. (4)

(Total for Question 3 = 25 marks)

4 You have been asked to speak to a management team at its monthly meeting. The subject of the presentation you have been given is 'Planning and Allocating Work'.

You need to carry out some research and prepare some notes to use during the presentation.

- (a) (i) Explain why it is important to agree quality standards and timescales with teams. (5)
- (ii) Explain **two** factors that should be considered when allocating work fairly amongst team members. (4)
- (b) (i) Identify **two** sources of information that could be used when planning the presentation. (2)
- (ii) Describe **two** factors to be considered when evaluating the relevance of information. (4)
- (c) (i) Describe **three** ways you might have to adapt your presentation skills when speaking to the management team. (6)
- (ii) Identify **four** communication barriers that might be experienced when presenting your talk to the management team. (4)

(Total for Question 4 = 25 marks)

TOTAL FOR PAPER = 100 MARKS