

Certificate in Business Administration

ASE20072

Level 3

Thursday 21 November 2013

Time allowed: 2 hours 30 minutes

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 are a Senior Administrator at Swinnard Packaging, manufacturers of cardboard boxes and cartons. Peter Swinnard started Swinnard Packaging 20 years ago and until now the business has been profitable. However, he failed to react to local competition and the business is now losing money. The Business Manager at his bank, Joel Astarita, visited the business a week ago today at 10 am to discuss the situation. Joel has been with the bank for five years.

Peter Swinnard has asked you to contact Mr Astarita, in writing, to thank him for his visit and his suggestions for moving the business forward.

- (a) Produce the written communication that Peter Swinnard has requested. (*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 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 **five** key business objectives Peter Swinnard might consider introducing to ensure his company becomes competitive again. (10 marks)

Following his discussion with Joel Astarita, in an effort to increase sales, Peter Swinnard has invited present and potential customers to the company premises to see his business in operation.

- (d) (i) Identify **three** potential risks associated with inviting customers to the premises. (3 marks)
- (ii) Explain how risks can be minimised before customers visit the premises to see the business in operation. (2 marks)

(Total 25 marks)

Question 2

You work as a Personal Assistant to the Chairperson of Cheshams PLC. Board Meetings take place once a year and Executive Committee Meetings are held monthly. You organise and attend these meetings to take the minutes.

- (a) Explain how a Board Meeting (a formal meeting) is different from an Executive Committee Meeting (an informal meeting).

(4 marks)

Unfortunately you will be on leave at the time of the next Board Meeting and Jenny, a colleague, is going to take the minutes for you. She has requested some notes to assist her.

- (b) Jenny is worried about the terminology used in Board Meetings. Explain **five only** of the following terms: Quorum, Standing Orders, Motion, Point of Order, Abstention, Adjournment, Consensus, Casting Vote.

(10 marks)

- (c) Describe **three** duties Jenny will have to undertake during the meeting.

(6 marks)

- (d) Identify **five** ways the Chairperson can ensure the objectives of the meeting will be met.

(5 marks)

(Total 25 marks)

Question 3

You are a Senior Administrator in the Sales Department of Russell Fraser, a manufacturing company. A team of Area Sales Representatives is employed to sell the company's products. Most of the time the Area Sales Representatives work from home. Your duties include coordinating their activities and arranging monthly sales meetings. The Area Sales Representatives are expected to attend the office at the beginning of each month for company updates and to agree targets for the coming month.

Russell Fraser is committed to supporting the local community.

- (a) Identify **five** ways a company such as Russell Fraser can support the local community.

(5 marks)

- (b) Explain **three** reasons why it is important that the team of Area Sales Representatives is involved in setting team targets.

(6 marks)

- (c) Explain **five** ways the work of the Area Sales Representatives can be assessed.

(10 marks)

- (d) Describe the information the Area Sales Representatives will need from you before attending the monthly meetings.

(4 marks)

(Total 25 marks)

Question 4

You are a Team Leader at Data Solutions, a company specialising in handling and processing large volumes of data. The data processed includes sales and marketing figures, financial and operational statistics and other information. The information is extracted from either hard copies or electronic material and entered electronically into any format required. An important objective for your team is to process information in a cost and time efficient manner.

- (a) Identify **five** problems that might occur with the information systems at Data Solutions. Explain how each problem can be solved. (10 marks)
- (b) (i) As a Team Leader part of your role is to agree personal development plans with each of your team members. Identify **three** personal development goals that might be included in a personal development plan. (3 marks)
- (ii) Explain **three** ways you can support team members in achieving their personal development goals. (6 marks)
- (c) Explain the importance of listening to everyone in the team. (6 marks)

(Total 25 marks)