

**Pearson LCCI**

# **Certificate in Business Administration**

**Level 3**

Thursday 20 November 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, 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 an Administrator in the Human Resources Department of Heatherington Limited, an engineering company. You report to Derek Tomlinson, the Human Resources Manager. A number of problems have been experienced by different departments since the introduction of the new management information system, in particular the loss of data.

Derek has asked you to contact all departmental managers on his behalf to confirm that a meeting will be held one week from today at 2 pm in the Heatherington Room so that these problems, together with any controls that could be introduced, can be discussed in more detail.

Your written communication should include an explanation of possible controls to safeguard data from getting lost.

- (a) Using the information provided above, produce the written communication that Derek has requested. In producing the written communication you must:
- (i) include the relevant information in the scenario (2)
  - (ii) explain the controls that can be introduced to ensure data is not lost (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) Describe **three** actions that should be taken in order to organise the meeting. (6)
- (d) Explain the purpose of the agenda that will be used in the meeting. (4)

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

- 2** You are a Team Leader in the Accounts Department of a chain of bookshops. Complaints have been received by your manager stating that not all team members are involved in discussions about work planning and that only certain team members receive constructive feedback about their performance. These issues are causing conflict within the team. Your manager has asked you to resolve these problems, so you have decided to hold a team meeting to discuss the complaints.
- (a) Explain the need to share and agree work plans with team members. (4)
- (b) Assess the value of constructive feedback in improving team and individual performance. (6)
- (c) As a Team Leader, describe strategies you could use to resolve conflict within the team. (5)
- (d) (i) Describe **two** ways of directing discussions in the team meeting to achieve its objectives. (4)
- (ii) Identify **six** barriers to verbal communication during the team meeting. (6)

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

- 3** You work as a Senior Administrator to the Managing Director in the head office of a textile company. The company is spread across three sites. You have been asked to organise a one-day conference at a conveniently placed hotel, close to all three sites, so that all senior and middle managers from these sites can attend. The conference topics will include work assessment and information systems.
- (a) Explain why it is important to agree the budget before starting to plan this conference. (4)
- (b) Describe **three** types of advice/support attendees invited to the conference might need. (6)
- (c) (i) Outline **two** purposes of work assessment. (4)
- (ii) Explain how to make fair and objective assessments of the work of teams and individual team members. (6)
- (d) Explain the importance of training and supporting users of information systems. (5)

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

**4** You work as a Senior Administrator for the Chief Executive of a publishing company. The company has an office in New York. Your boss will be travelling to New York for a planning meeting where the organisation's objectives, including corporate social responsibility (CSR), will be discussed.

(a) Explain why CSR is important as a business objective. (6)

(b) Describe **two** key business objectives, other than CSR, that this publishing company is likely to have. (4)

(c) Explain how business objectives impact on team objectives and targets. (5)

(d) (i) Identify **four** ways of researching travel and accommodation that might be useful when organising the visit to New York. (4)

(ii) List **six** items of information that should be given to the Chief Executive for his visit to New York. (6)

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

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**TOTAL FOR PAPER = 100 MARKS**