



Mark Scheme

Sample Assessment Materials

Pearson LCCI
Level 3 Certificate in Meetings (VRQ)
(ASE3401)

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General marking guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question number	Answer	Mark
1(a)	<p>7 × 1 marks</p> <p>Award 1 mark for each correct explanation of the benefits.</p> <ul style="list-style-type: none"> • Cost savings/can negotiate good package deals on behalf of organisation • Location • Local knowledge • Provide professional help • Expertise • Deal with all aspects of organising/coordinating an event/conference • Speed • Flexibility/able to react quickly to changes • Saving of staff time • Saving of staff stress • Will find a venue • Efficient • Tailor-made packages to meet requirements • Able to produce delegate packs 	(7)

Question number	Answer	Mark
1(b)	<p>4 × 2 marks</p> <ul style="list-style-type: none"> • Lack of control by company staff • Unreliable communication channels between agency and company • Agency's lack of knowledge • Poor internal agency communication • Could prove expensive 	(8)

Question number	Answer	Mark
1(c)	<p>5 × 2 marks</p> <ul style="list-style-type: none">• Cost of purchasing/leasing equipment• Not all organisations have facilities• Some participants dislike using technology• Not as personal as face to face• All documents must be distributed in advance• Body language not visible, especially audio• Participants must identify themselves before speaking• Participants need to be in place, on time• Misunderstandings can occur• Language problems• Translation facilities may need to be arranged• Calls need to be managed to ensure everyone can contribute• No written record• International time differences may make calls difficult to arrange	(10)

Question number	Answer	Mark
2(a)	<p>5 × 1 marks</p> <p>Award 1 mark for each correct explanation.</p> <ul style="list-style-type: none"> • Influencing the atmosphere of the meeting • Affecting the length of the meeting • Improving understanding between different participants • Providing an opportunity for a range of views to be aired • Determining whether or not the meeting achieves its aims 	(5)

Question number	Answer	Mark
2(b)	<p>4 × 2 marks</p> <ul style="list-style-type: none"> • Giving and requesting information • Proposing courses of action • Analysing problems • Suggesting and negotiating compromises • Sharing knowledge/experience • Respecting colleagues' points of view 	(8)

Question number	Answer	Mark
2(c)	<p>9 × 1 marks</p> <ul style="list-style-type: none"> • Stop everyone talking at once • Make sure quieter participants contribute • Ensure all members have opportunities to participate • Prevent evaluation of ideas • Redefine problems at various points in the meeting • Check the administrator has every idea • Be ready with ideas when the flow stops • Ask for a review of ideas when the flow dries up • Bring the session to a close • Keep the discussion orderly 	(9)

Question number	Answer	Mark
2(d)	<p>3 × 1 marks</p> <ul style="list-style-type: none">• Not discussing controversial points outside the meeting• Not mentioning indiscreet comments made during the meeting• Not repeating points made 'off the record'• Ensure all documents are filed immediately• Shred unwanted documents	(3)

Question number	Answer	Mark
3(a)	<p>6 × 2 marks</p> <ul style="list-style-type: none"> • Providing clear guidelines to the author on the content and format • Agreeing a precise deadline for submission of the paper • Agreeing the method of submission, e.g. hard copy, email, on CD-ROM • Ensuring the deadline is met • Ensuring deadlines are reviewed periodically/as necessary • Editing the documents to ensure that they meet format requirements • Determining the method of presentation for hard copy, e.g. stapled document, bound booklet • Establishing when the paper will be distributed • Establishing how the paper will be distributed, e.g. circulated before the meeting or tabling at the meeting 	(12)

Question number	Answer	Mark
3(b)	<p>10 × 1 marks</p> <ul style="list-style-type: none"> • Title of committee/group • Company name • Secretary's name • Date notice issued • Names of those required to attend the meeting • Start and finish times/date/venue • Purpose of meeting • Directions to venue if necessary • Requests for individual arrangements, e.g. travel/accommodation/disability/learning difficulty • Request for confirmation of attendance/who to contact 	(10)

Question number	Answer	Mark
3(c)	<p>3 × 1 marks</p> <ul style="list-style-type: none">• By chairperson• By participants stating in advance which topics they wish to be included• By chairperson issuing a draft agenda and asking for additional items for final agenda to avoid the need for 'any other business'	(3)

Question number	Answer	Mark
4(a)	<p>10 × 1 marks</p> <ul style="list-style-type: none"> • Finding maps for venues • Planning routes for road journeys • Using travel sites for journey details • Using travel sites for ticket purchase • Sending out documents using email • Using text messaging to send reminders • Using voicemail to send reminders • Using email to notify meeting • Using email to send reminders • Searching for outside venues using search engines and customer review sites on the internet • Use diary/planning software to enter dates in diaries/schedule meetings • Undertaking research for reports and papers • Using presentation software • Using fax to forward information to participants 	(10)

Question number	Answer	Mark
4(b)	<p>8 × 1 marks</p> <ul style="list-style-type: none"> • Accessibility/compliance with current disability legislation • Accessibility by participants using public transport/car • Location is quiet/private • Availability of car parking facilities at venue • Sufficiency of room space for number of participants • Accommodation and facilities/additional side rooms/cloakroom facilities • Availability of refreshments • Suitable heating/lighting/ventilation • Availability of equipment/whiteboards/OHP • Security • Flexibility of seating • Provision for participants with disabilities/learning difficulties, e.g. hearing loops, wheelchair access • Health and safety/fire exits/first aider 	(8)

Question number	Answer	Mark
4(c)	<p>7 × 1 marks</p> <ul style="list-style-type: none"> • To demonstrate accountability, e.g. to the public, company shareholders • To ensure compliance, e.g. statutory requirements, company policies • To generate ideas, e.g. brainstorming, problem solving • To negotiate, e.g. agreements, contracts • To consult, e.g. strategies, policies • To gain consensus, e.g. plans, projects • To make decisions, e.g. tactics • To progress reports • To discuss bad behaviour with individual staff – disciplinary meetings • To discuss problems – committee meetings/team meetings • To organise events • To discuss matters relevant to staff – staff meetings • To discuss matters relevant to several departments • Advisory meetings • To discuss individual progress – appraisal meetings/staff review meetings 	(7)