

CAMBRIDGE

INTERNATIONAL EXAMINATIONS

CAREER AWARD IN
OFFICE ADMINISTRATION
COMMUNICATION AND TASK MANAGEMENT (5222)
FOUNDATION LEVEL
A2002

MARK SCHEME

These mark schemes are published as an aid to teachers and students, to indicate the requirements of the examination. They show the basis on which Examiners were initially instructed to award marks. They do not indicate the details of the discussions that took place at an Examiners' meeting before marking began.

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UNIVERSITY of CAMBRIDGE
Local Examinations Syndicate

MARKING

TASK 1 (20 marks)

3.3 Understand and demonstrate the principles of written communication for simple business letters.

- Letter has 10 faults. Candidate has been asked to identify 5 faults.

LETTERHEAD

Ute Gaingos,
Managing Director,
Wholesale Suppliers
145 Tin Kwang Road,
Shatin N.T.
Hong Kong.

Dear Sir,

The delivery that you keep promising has still not arrived. Please let us know wether you will be delivering this order or not.

Yours faithfully,

The letter

- is undated 4
- is unbusinesslike layout/top heavy 4
- has a spelling mistake (i.e. 'wether') 4

has no courtesy title in the address	4
has no subject heading	4
has no signatory's name or designation	4
has wording which is concise to the point of rudeness	4
gives no brief background explanation	4
gives no summary of action proposed	4
used an inappropriate style	4

TASK 2 (14 marks)

- 3.2 Letters and memorandums: strengths and weaknesses.
- 3.3 Memorandums: purpose, structure, advantages.
- 3.3 Letters: purpose, structure.

- The important difference between a letter and a memorandum is (8 marks)

a letter represents the external image of the company	4
OR	
a letter has a standardised formal structure	4
OR	
a letter is a formal method of external communication.....	4

WHEREAS

a memorandum is an informal method of internal communication	4
OR	
a memorandum has a simple structure (or, layout).....	4

- 2 advantages of a memorandum are (6 marks)

they provide a written record for future reference	3
they are an efficient method of communication within an organisation.....	3
they can request information or action	3

TASK 3 (25 marks)

- 4.2 Factors contributing to face-to-face communication: Asking appropriate questions; getting information; open and closed questions; advantages and disadvantages.

- Open questioning

means that you are asking questions for which there is no Yes or No answer	5
should be used when you are trying to seek information	5

- The kind of answers you will get when you ask closed questions will be
 YES or NO 5
- When negotiating or seeking information
 closed questioning is not helpful 5
- To change a closed question into an open question you must
 rephrase the question..... 5

TASK 4 (41 marks)

1.1 Identify task requirements; using appropriate communication techniques to inform and share information.

1 Co-operation involves (8 marks)

working as a team 4

AND

being flexible enough to fit in tasks that have not been planned 4

2 Co-ordination involves 4 key words which summarise the needs of co-ordination (8 marks)

CONTROL 2

COMMUNICATION 2

CO-OPERATION 2

FLEXIBILITY 2

3 The 4 key words which summarise the needs of co-ordination have been chosen because (20 marks)

CONTROL indicates that someone has to be identified as having overall responsibility for the work, and must have the authority to make decisions 5

COMMUNICATION **(NB Accept any part of this answer for the mark of 5)**
 is essential because individuals must know what they have to do, how it must be done, when it is required, what the reporting, procedures are, and how to give feedback..... 5

- CO-OPERATION **(NB Accept any part of this answer as the full answer for 5 marks)**
involves the ability to keep to deadlines so that
other people's work is not delayed, their priorities and problems
are respected, and everybody is able to work as a team 5
- FLEXIBILITY being a team member involves the ability (and responsibility) to be
able to adjust plans to changing circumstances 5
- Co-ordination is important because
it ensures that the overall team objectives are met..... 5

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MARKING

TASK 1 (27 marks)

3.2 Different methods of business communication: e-mail.

• 3 advantages of using e-mail are (9 marks)

- all types of data can be transmitted - graphics, text, spreadsheets, etc..... 3
- e-mails are confidential if the user has been allocated their own mailbox and password, or I.D..... 3
- e-mails can be sent and retrieved from most places in the world..... 3
- one message can be sent to several e-mail addresses at the same time..... 3
- e-mails are filed automatically in the system 3
- recipients can paste e-mail information into other computer files 3

• 2 advantages of using e-mail over memos (6 marks)

- savings on paper costs 3
- rapid transmission 3
- all transmissions are recorded 3
- users can look at their mail whenever they wish 3

• 4 procedures for using e-mail (12 marks)

- check e-mail daily - if a registered user 3
- regularly delete unwanted messages 3
- when sending e-mails give the message a title/subject heading 3
 - keep messages short and to the point 3
 - make messages informal but businesslike 3
 - use a person's name in the salutation, if wished..... 3
 - include 'Regards' at the end of the memo, if wished..... 3

check the content of memo carefully	3
use spell check.....	3
only print a copy if action is needed	3

TASK 2 (24 marks)

- 3.1 Recognising barriers to communication.
- 3.3 Understanding the importance of style appropriate to the receiver.
- 3.2 Understanding factors that affect face-to-face communication.

- 2 reasons why listening is hard (6 marks)

noises and other distractions	3
dislike of the speaker	3
dislike of the subject.....	3
planning what to say next	3

- 3 ways in which we can improve our listening skills (9 marks)

concentrate on what is being said.....	3
appear to be interested	3
take appropriate notes	3
organise your surroundings suitably	3

- 3 ways in which positive behaviour can be demonstrated (9 marks)

build on other's responses	3
indicate support when appropriate	3
respect others views	3
ask appropriate questions to get the required information	3
summarise a conversation	3

TASK 3 (18 marks)

2.3 Effective ways of receiving and making requests.

• 3 ways to deal effectively with requests (9 marks)

- clarify who is making the request, or for whom it is being made 3
- listen by concentrating carefully on what is being said 3
- ask for clarification, if necessary 3
- make sure that you give yourself thinking time before giving a commitment 3
- don't be afraid to say 'no' to a request, if you have a very good reason..... 3

• 3 ways to make requests effectively (9 marks)

- before making a request make sure that you have identified its objectives 3
- try to choose the right moment to make the request 3
- make sure that you use the right kind of language when making the request 3
- listen carefully to the response and react appropriately 3

TASK 4 (31 marks)

1.2 Identify the requirements of the task.

2.4 Identify techniques for handling interruptions.

• 3 techniques for handling interruptions (9 marks)

- always be polite, whatever the status of the person 3
- when you are busy, kindly, but firmly, state that fact 3
- be firm about time 3
- use body language..... 3
- think and practice about the body language might use - it must never be
rude or hurtful..... 3
- practice how to say 'no' to interruptions when asked to do something when you
have sufficient work to do. 3

MEMORANDUM COMPOSITION

3.2 Memorandums

Principles of communication for writing memos (22 marks)

simple structure.....	3
sender's name.....	1
recipient's name	1
date of memo	2
subject of memo.....	2
provides information.....	3
it is simple	3
it is concise.....	3
it is easy to understand	4

EXAMPLE OF APPROPRIATE MEMO

MEMORANDUM	
TO	The Senior Administrator
FROM	Junior Administrator
DATE	<i>(today's date)</i>
SUBJECT	<u>Dealing with interruptions</u>
In response to your request for information as to how I deal effectively with interruptions when I am very busy, I use the following guidelines:	
ALWAYS	be polite - whatever the status of the person be firm about time (privately and roughly estimate how much time you can afford to lose)
PRACTICE	using body language to politely make your feelings, or situation, known.
PLAN TACTICS	in case any aggressive or unacceptable behaviour occurs.

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MARKING

TASK 1 – 39 marks

- 1.2 Recognising levels of authority; understanding purpose of task; applying suitable standards to the task.
- 2.3 Responding to requests positively; receiving requests.
- 3.1 Responding to needs; style appropriate to receiver.
- 3.3 Principles of communication applied: letters; different types of communication recognised; structure.

- Letter composition and application of the principles of communication to letter writing.

plain A4 paper used as instructed	1
senior Administrator's name used as signatory	1
purpose of task understood	1
suitable standards applied to the task	1
responded positively)	
received request positively).....	3
responded to needs)	
style appropriate to the receiver	4
principles of communication applied)	
different types of communication recognised)	2
structure: subject heading	2
letter dated	2
clear and concise statements	2
correct title of recipient used	1
correct address of recipient used.....	1
aim of letter clear, i.e. concern about overdue order.....	3
action required stated	3
clear concise statements	2
order number referred to	3

date of original order referred to3
what the order was for referred to3
original delivery promise referred to3

EXAMPLE OF A SUITABLE COMPOSITION

(today's date)

Mr Merve Habib,
Customer Service Manager,
Paper Supply Services,
206 Enghelab Avenue,
Tehran,
Postal Code 311146, Iran.

URGENT

Dear Mr Habib,

ORDER NO. 00-972-2-22220

On (insert a date of 2 months ago) an order was placed with your Company for 250 reams of finely ridged special A4 paper. A 7-day delivery date was quoted. Several inquiries have been made about a firm delivery date but none have been kept.

This order is now grossly overdue and is having a knock-on effect with our Production Department.
Please contact the writer within the next three days to discuss and remedy this situation.

Yours faithfully

S Amin
SENIOR ADMINISTRATOR

TASK 2 (34 marks)

- 1.1 Meet time-scales and deadlines; measure to judge the achievement of objectives.
- 1.2 Identify task requirements, duties and responsibilities; need for flexibility when engaged in tasks; breaking tasks into manageable sections.

- use of Action Plan form and headings used, as instructed5
- sensible prioritising of work3
- **NB** The following is a guideline only. Accept suitable alternatives and explanations:
 - urgent letters top priority3
 - 'Notice' second priority (complete early in case very busy later in the morning)3
 - recognition of need to make visitors welcome and support company image
(i.e. providing tea or coffee for visitors, when required)3
 - recognition of need to maintain an attractive reception area3
 - recognition that work output takes priority over making staff refreshments3
 - recognition that presorting statements and invoices is lowest of the task priorities
(for this particular day - they can be completed the following day)3
 - provision for diary updating, as opportunities arise throughout the day3
 - overall, candidate emphasises company image and work completion5

EXAMPLE OF A SUGGESTED PRIORITY LISTING

TASK	PRIORITY LEVEL	NOTES
2 urgent letters	1	
diary update	3	
receptionist's morning tea/coffee	5	
receptionist's afternoon tea/coffee	5	
visitors tea/coffee, as required	2	
'notice' ready for 1400 hours	2	
tidy magazines mid morning and afternoon	3	
presort invoices and statements	3	
presort statements	4	

TASK 3 (27 marks)

- 4.1 Match appropriate communication style to the situation; juniors; telephonists; buyers, sellers.
- 4.2 Use questions effectively.
- 4.3 Avoid not answering quickly; identify yourself; do not transfer callers without an explanation, speak clearly.
- 7 point checklist for new junior to use when answering the telephone.
 - answer telephone promptly2
 - have pencil and message pad handy.....2
 - answer with the appropriate information/greeting2

identify yourself2

speak into the mouthpiece2

speak distinctly and clearly.....2

try to recognise the voices of people you are beginning to know and use their names.....2

when callers have to wait, assure them that they have not been forgotten2

know about the company, i.e. who to re-route calls to2

be honest when you do not know the answer to a query2

exercise self-control when callers are annoyed or impatient2

exercise discretion.....2

adopt a friendly businesslike tone2

do not continue a conversation after picking up the telephone2

take notes2

summarise call2