

# CAMBRIDGE

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INTERNATIONAL EXAMINATIONS

**CAREER AWARD IN**  
**OFFICE ADMINISTRATION**  
**COMMUNICATION AND TASK MANAGEMENT (5232)**  
**STANDARD LEVEL**  
**A2002**

## **MARK SCHEME**

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**MARKING**

**TASK 1 (25 marks)**

3.2 Identify and describe characteristics and strengths of e-mail.

3.3 Efficient means of communication; provides written record

• 5 advantages offered by e-mail over other forms of communication (25 marks)

it gives substantial savings on stationery costs .....	5
it gives substantial savings on paper costs .....	5
the message transmission is rapid .....	5
messages can be collected immediately the recipient logs on to the system .....	5
copies of the message are filed automatically on the system .....	5
e-mail can be collected when you are ready .....	5
e-mails are not so disruptive as telephone calls .....	5
it is more controllable than receiving telephone calls .....	5
it gives the recipient time to consider the most suitable response .....	5
it generally has the ability to integrate with other systems .....	5
all transmissions are recorded so costs can be monitored .....	5
it makes telework possible .....	5
it avoids potential delay or loss when sent by the post .....	5

**TASK 2 (34 marks)**

- 2.4 Apply non-verbal techniques for dealing with unacceptable behaviour.  
3.2 Identify non-verbal communication: voice tone, eye contact, facial expressions, posture, gestures.  
4.2 Recognise the need to match communication style to circumstances; body style. Co-operative body language, collaboration, disagreement, opinion, message, proposal: Context: meeting, interviews. Status: junior, peer, superior, secretary, clerk, and telephonist.

- The 5 main forms of non-verbal expression are demonstrated by (15 marks)

voice tones .....	3
eye expressions .....	3
facial expressions .....	3
postures .....	3
gestures .....	3

- 14 examples of non-verbal communication which include one or more of the above forms are (14 marks)

**NB Allowance should be made for candidates' responses reflecting their own culture.**

dress style .....	1
voice tone .....	1
eye contact .....	1
narrow/widening eyes .....	1
looking at .....	1
looking away .....	1
momentarily closing eyes .....	1
frowns .....	1
wrinkling nose .....	1
dilating nose .....	1
grimacing mouth .....	1
pursing lips .....	1
smiling .....	1
pouting mouth .....	1
head movements .....	1
pointing fingers .....	1
drumming fingers .....	1

clenching fingers .....	1
tapping feet .....	1
hand gestures .....	1
holding cheek and chin when speaking .....	1
slap on back .....	1
shaking hands .....	1
hugging shoulders .....	1
hand on shoulder .....	1
kissing cheek.....	1
pecking cheek .....	1
patting head .....	1
leaning backward .....	1
leaning forward in chair .....	1
rocking in chair whilst talking .....	1
hunched up .....	1
arms folded .....	1
hand/s on hips.....	1

- Give 5 examples of non-verbal communication you have used in your day-to-day work (15 marks)

**NB** Allow for responses to reflect candidates' own culture.

Non-verbal behaviour might be used, for example, when:

silently chastising someone .....	3
explaining something .....	3
asking someone to be quiet .....	3
asking what someone wants.....	3
exasperated .....	3
asking or answering questions.....	3
collaborating .....	3

giving/offering an opinion .....	3
giving a message .....	3
giving a proposal .....	3
speaking to peers.....	3
speaking to superiors .....	3
speaking to secretaries .....	3
speaking to clerks .....	3
speaking to telephonist .....	3

**TASK 3 (30 marks)**

- 2.1 Identifying acceptable and unacceptable behaviour
- 3.1 Identifying organisation's needs
- 3.3 Principles of letter writing

- 7 principles of written communication to be used by staff when writing business letters (21 marks)

clear aim.....	3
logical structure and clear layout .....	3
appropriate style .....	3
thinning long or wordy sentences and paragraphs .....	3
subject heading.....	3
clear and concise statements .....	3
brief step by step explanation of the context .....	3
summary of action proposed.....	3
clarify through short words .....	3
short sentences and paragraphs .....	3

- 3 ways by which the correct name, title and address of a recipient could be checked (9 marks)

telephone the company and ask the receptionist .....	3
ask your colleague .....	3
look at previous correspondence .....	3
check the address should you need to speak to them on the telephone .....	

**TASK 4 (11 marks)**

- 1.2 Competence required, need for flexibility, planning tasks.
- 1.3 Time management.

- 3 rules to use when planning priorities for the day (11 marks)

Assess priorities by deciding:

what must be done .....	1
what should be done .....	1
what could be done .....	1
Do priority jobs first .....	4
Do difficult jobs in the morning .....	4

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### CAREER AWARD IN OFFICE ADMINISTRATION COMMUNICATION AND TASK MANAGEMENT (5232) STANDARD LEVEL B2002

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**MARKING**

**TASK 1 (24 marks)**

3.1 Need for communication in business: it efficiently and effectively disseminates information.

3.2 Facsimile transmissions: advantages and disadvantages

• 6 advantages of facsimile transmission (24 marks)

- can be sent to electronic mail boxes ..... 4
- can relay documents and graphics via a telephone network to another location in seconds ..... 4
- does not limit the organisation to what it can send ..... 4
- is useful for organisations who need to contact overseas' clients ..... 4
- can be left on 24 hours a day ..... 4
- does not have to be continually monitored 24 hourly ..... 4
- is not affected by the time difference between countries ..... 4
- can be interfaced with a P.C and allow direct faxing from a computer ..... 4
- can receive faxes on a computer disk and print out on a printer ..... 4
- can scan A4 documents, photographs and graphic ..... 4
- can redirect incoming fax to another number ..... 4
- can convert to text files and edit them ..... 4

SOME

- can receive e-mail messages ..... 4
- print out WEB pages ..... 4
- have a copy facility ..... 4
- have an enlargement and reduction facility ..... 4
- have an integrated answerphone ..... 4



**TASK 2 (40 marks)**

- 1.3 Understanding time management.
- 2.4 Explain and apply techniques for handling interruptions.

- 3 activities that can interfere with time management (12 marks)

meetings.....	4
telephone work.....	4
paperwork .....	4
research .....	4
socialising.....	4

- 4 weaknesses in time management (16 marks)

**NOT**

being able to say 'NO' .....	4
prioritising a daily activity plan .....	4
planning for 'thinking' time.....	4
planning for 'catching up' time.....	4
allowing for unplanned tasks.....	4
allowing for interruptions .....	4
allowing for other distractions .....	4

• 3 techniques for handling interruptions (12 marks)

- encourage contact by e-mail, instead of telephone ..... 4
- be polite but firm about time ..... 4
- work to an agenda when speaking on the telephone ..... 4
- work to an agenda when being interrupted ..... 4
- set a time scale ..... 4
- use body language ..... 4

**TASK 3 (25 marks)**

- 4.2 Recognise need to match communication to circumstances: telephone conversation; superior, buyer/secretary, telephonist.
- 4.3 Behaviour to avoid: not keeping caller informed when holding on; not identifying yourself; attempting to transfer callers without explanation; not being businesslike; not asking for and using the caller's name; not explaining actions when caller is holding on, or when attempting to transfer the caller.

• 6 reasons where the telephonist went wrong (31 marks)

- The firm's name and number was not announced. .... 4
- 'Hello' told the caller it was a waste of time to announce the firm's name and number ..... 4
- The caller was addressed in unsuitably familiar terms, without knowing to whom who it was being spoken to ..... 4
- The impression was given that Mr Ling's call was not important enough to disturb Mr Butuko ..... 4
- The secretary's absence should have been covered up for the sake of the company's image ..... 4
- The caller was kept waiting whilst telephonist was trying to get through to the Secretary without keeping the caller informed ..... 4
- It was exceptionally rude and unbusinesslike to end the call with "OK!" and to replace the receiver without a courteous ending, or any offer of help or co-operation ..... 4
- The telephonist contributed nothing towards the Company image ..... 4
- The telephonist failed to be polite, tactful and helpful at any time. .... 4

**TASK 4 (12 marks)**

3.3 Principles of simple business documents: memorandums

• 2 reasons for using memorandums (2 marks)

- they are an efficient means of communication within the organisation ..... 1
- they provide a written record of agreement..... 1
- they can alter or modify oral agreements ..... 1
- they can put forward ideas ..... 1

• Memo using the 6 principles of structure for memorandums and 3 principles of style (10 marks)

SIMPLE STRUCTURE (6 marks)

- recipient ..... 1
- sender..... 1
- date..... 1
- subject heading ..... 1
- information..... 1
- action proposed..... 1

APPROPRIATE STYLE (3 marks)

- simple ..... 1
- no cliches or slang..... 1
- concise ..... 1
- easy to understand..... 1

TONE (1 mark)

- appropriate to status of sender or receiver ..... 1

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**MARKING**

**TASK 1 (20 marks)**

- 2.1 Rules for solving tension and disagreements; giving and receiving feedback; identifying acceptable and unacceptable behaviour.
- 2.4 Reacting to justified or unjustified criticism; dealing effectively with unacceptable behaviour.
- 4.2 Stick to issues (not personalities) when disagreeing.

- The aim of dealing with criticism is to (4 marks)

rebuff the criticism without raising tension ..... 4

- 4 ways of dealing with criticism (16 marks)

if it is valid criticism accept it assertively and repeat it back to the critic showing that you understand it ..... 4

offer a brief apology if necessary, with a positive statement on the way forward if it is invalid criticism accept it calmly to diffuse the situation but do not accept the actual criticism ..... 4

show your understanding of an invalid criticism by repeating it back but at the same time saying that you do not agree with it ..... 4

when saying that you do not agree with invalid criticism keep your voice firm ..... 4

when saying that you do not agree with invalid criticism make your demeanor consistent with what you are saying ..... 4

if the criticism makes you angry let it be known with a statement about yourself, not the critic..... 4

**TASK 2 (17 marks)**

- 4.2 Purpose of questions; question types.

- 2 reasons for asking effective questions (6 marks)

to get understanding ..... 3

to get information ..... 3

to confirm agreement and commitment ..... 3

- The type of questioning that would be used to probe for further information, or to ask for facts would be (3 marks)  
open ended questioning..... 3
- A hypothetical question is used (4 marks)  
when we want to speculate, or propose a conjectural or imaginary question ..... 4
- A leading question is used (4 marks)  
when we want to solicit/encourage a response ..... 4

**TASK 3 (28 marks)**

- 2.1 Note taking, summarising.
- 2.3 Listening and reacting appropriately; identifying objectives; testing understanding (open and closed questions); clarification; thinking time, summarising.
- 4.2 Using questions

- 4 rules for listening effectively (16 marks)  
take notes..... 4  
actively concentrate ..... 4  
summarise..... 4  
appear interested ..... 4  
use body language..... 4  
use eye contact..... 4  
organise the surroundings ..... 4  
question if something is not understood ..... 4
- 3 benefits of improving our listening techniques (12 marks)  
we give added value to our organisation ..... 4  
we widen our range of knowledge ..... 4  
we improve relationships and morale ..... 4  
we get new ideas and suggestions ..... 4  
we can help to solve problems..... 4  
it can help with our own problems..... 4  
discover why people perform in a specific way, i.e. how they tick..... 4

**TASK 4 (35 marks)**

• 7 guidelines for writing reports (28 marks)

carefully prepare it before writing up .....	4
define an aim .....	4
decide the type of report it is to be .....	4
decide the structure and style .....	4
plan the layout .....	4
select and discard information for the report and appendices .....	4
plan the introduction .....	4
plan the body .....	4
plan the conclusion .....	4

• Principles of communication applied to written memo (7 marks)

sender .....	1
recipient .....	1
date .....	1
subject heading .....	1
tone appropriate to the sender .....	1
a simple style .....	1
no cliches or slant .....	1
conciseness .....	1
clear and easy to understand .....	1