

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Standard Level

MARK SCHEME for the 2004 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA

5232

**Office Administration (Communication and Task Management),
maximum mark 100**

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows 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. Any substantial changes to the mark scheme that arose from these discussions will be recorded in the published *Report on the Examination*.

All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes must be read in conjunction with the question papers and the *Report on the Examination*.

- CIE will not enter into discussion or correspondence in connection with these mark schemes.

2004

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Advanced Level

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Office Administration (Communication and Task Management)

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MARKING

TASK 1 (36 marks)

• **Seven advantages of using the telephone as a method of communication. (4.1, 4.2 - 21 marks)**

it is quick	3
it is relatively cheap, if calls are kept brief and to the point	3
it is easy to use	3
can be used at any time of the day	3
allows people to build personal relationships	3
offers facilities such as three-way calling	3
instant feedback is obtained	3
voice can be used to emphasise points	3
tone can imply feelings	3
tone can imply attitudes	3
listener's attention can be checked	3
understanding can be checked	3
supplementary questions can be asked	3
less time consuming than keying-in a document and mailing it	3
mail room services are not used	3
avoids delay in information being received	3

• **Give five disadvantages of using the telephone. (4.1, 4.2 - 15 marks)**

it does not provide written proof of a discussion	3
it does not provide written proof of a transaction	3
different time zones mean that a daytime call in one country could be a night-time call in another country	3
a poor impression can be given unless correct telephone techniques are used	3
language differences can be a problem	3
caller needs to be able to speak clearly and unambiguously	3
caller needs to have confidence when talking to strangers	3
message may be misinterpreted if caller has not planned the call	3
call can be time wasting if relevant information is not to hand	3
message may be misheard if there are problems with the telephone connection	3
messages may be misinterpreted if the listener has hearing problems	3
messages can get confused if they are too long	3
long messages can be quickly forgotten	3
difficult questions can be hard to answer	3
the point of the call can be lost if conversation drifts into chatter	3

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TASK 2 (36 marks)

Part 1

- List six rules for written communication. (3.3 - 24 marks)

IT MUST HAVE

a clear aim	4
logical structure	4
a clear layout	4
appropriate style	4
relevant content matched against the aim	4
no unclear language	4
no long or wordy sentences	4
no long or wordy paragraphs	4
abbreviations explained	4

Part 2

- What is meant by the word 'slang'. (3.3 - 6 marks)

words in common use that are used informally and are not considered part of Standard English	6
phrases in common use that are used informally and are not considered part of Standard English	6
particular words or phrases in common use that are used informally and are not considered part of Standard English	6

- Why slang should not be used in business communication. (3.3 - 6 marks)

it is inappropriate	6
it is unprofessional	6
it is unbusinesslike	6
it can be considered offensive	6
it is bad taste	6
the message could be misinterpreted	6

TASK 3 (28 marks)

- Give four reasons why objectives should be set when undertaking a task. (1.1, 1.3, 2.2 - 24 marks)

to establish what is to be accomplished	6
to plan and monitor work	6
to establish timescales and deadlines	6
to provide direction	6
to give a clear indication of what is to be achieved	6
to indicate the competency required	6
to encourage consistency	6

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- Two visual aids that could be used to show what the department has achieved. (1.2 - 4 marks)

wall charts	2
control boards	2
computerised project planners.....	2
manual project schedulers	2

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MARKING

TASK 1 (35 marks)

- **Memo. (3.3 – 15 marks)**

Structure:	heading	1
	recipient's name	1
	subject heading	1
	date	1
	from candidate	1
Tone:	appropriate to receiver	1
Style:	no slang, or cliches	2
	relaxed, but not chatty	2
	concise	2
	easy to understand	2
	grammatically correct	1

- **Four ways of dealing with criticism. (2.2, 2.3, 4.2 - 20 marks)**

try to disagree with the criticism without getting upset	5
if it is valid try to accept it in an assertive manner	5
if the criticism is valid offer a brief apology, if necessary, and say how you will try to remedy the matter	5
if it is not valid you don't have to accept it but you do need to diffuse the situation calmly	5
try to keep a firm voice at all times	5
use body language to affirm what you are saying	5
do not let personalities come into any discussion	5
only make statements about yourself, not about the critic	5
show your understanding of an invalid criticism by repeating it back but at the same time say that you do not agree with it	5

TASK 2 (26 marks)

- **State and describe three personal qualities of a successful team member. (2.1 - 18 marks)**

<i>good communication</i>	3
because of the ability to keep all members of the team informed about progress and actions	3
<i>reliability</i>	3
because of the ability to meet commitments to the team	3
to keep the team informed of any problems that might affect progress of an objective, target, etc	3
<i>respect</i>	3
because of the ability to respect all members of the team	3
and to listen to other people's views and ideas	3

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- Give **two** rules for dealing with problems within a team. (2.1 – 8 marks)
 - they should always be dealt with openly 4
 - they should always be dealt with tactfully 4
 - they should never be the subject of gossip 4

TASK 3 (27 marks)

- Six things you should do before making a telephone call. (4.3 – 12 marks)
 - make sure the name of the person to be called is known 2
 - check the telephone number and extension to be called 2
 - check the time differences, if applicable 2
 - jot down headings to be talked about/prepare an agenda 2
 - make sure the headings/items are in the order to be discussed 2
 - always have a pen or pencil to hand 2
 - always have a notebook to hand 2
- State what you would do if the person is unavailable (explain your answer). (4.3 - 6 marks)
 - ring them back later, rather than asking the person to call you 4
 - because this is better than waiting for a call that may never be made* 2
 - and you keep the initiative* 2
 - find out when he or she will be back 1
 - ask for them to ring you back 1
 - be prepared to leave a short message 1
 - be prepared to leave a short message on an answering machine 1
 - include your name and number in the answering machine message 1
- What should you say when the person you wish to speak to answers the phone. (4.3 - 3 marks)
 - give your name 1
 - give the name of your organisation 1
 - say why you are calling 1

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- **Give two ways of end a call. (4.3 - 4 marks)**
 - review the information received 2
 - thank the person for his or her help 2

- **Who should end the call? (4.3 - 2 marks)**
 - the person who made the call 2

- TASK 4 (12 marks)**
- **List six things that stop you doing what you had planned for the day. (1.3 - 12 marks)**
 - telephone calls 2
 - meetings 2
 - paperwork 2
 - research 2
 - socialising 2
 - unpunctuality 2
 - being asked to do unexpected tasks 2
 - colleague ill 2
 - colleague on holiday 2
 - breakdown of machinery 2
 - insufficient resources 2