

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Advanced Level

MARK SCHEME for the 2004 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA

5242 **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

CAMBRIDGE INTERNATIONAL DIPLOMA
Advanced Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5242/A

Office Administration
(Communication and Task Management)

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MARKING

TASK 1 (46 marks)

- Describe **five** qualities you would need to be an effective leader of a team. **(2.2 — 30 marks)**

sufficient interest in people to want to get the job done	6
wants to get the job done	6
a good listener	6
a good listener who takes notice of individual's views	6
uses individual's views, where possible	6
makes decisions on sound reasoning	6
does not make decisions on impulse	6
owns his or her own problems	6
never places the burdens of his or her problems on subordinates	6
sets high standards	6
sets good example to be followed	6
is sensitive to individual's needs	6
knows what motivates each individual and uses that knowledge	6
praises when appropriate	6
helps, rather than criticises if the job is not well done	6
is a good communicator	6

- Give **four** ways in which you could react to unjustified criticism. **(2.4 — 16 marks)**

disagree with the criticism without getting upset	4
try to diffuse the situation calmly	4
keep a firm voice at all times	4
use body language to affirm what you are saying	4
do not let personalities come into any discussion	4
only make statements about yourself, not about the critic	4
show your understanding of the invalid criticism by repeating it back but at the same time say that you do not agree with it	4

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TASK 2 (30 marks)

- Give **six** points that should be considered when writing a report. **(3.3 — 30 marks)**

an introductory paragraph should be given	5
an evaluation should be given, if appropriate	5
a conclusion should be given	5
it should be an objective statement of facts	5
it should not give personal opinions, unless instructed to do so	5
if requested to make suggestions these should be listed as 'recommendations' and should be brief and to the point	5
it should be set out in a logical manner	5
the amount of background information needed will depend on how much previous knowledge the recipient possesses on the topic	5
sensitive areas should be carefully considered and advice sought, if in doubt	5
it should be easy to read	5
it should have topic headings, as appropriate	5
it should have sub-headings, as appropriate	5
layout should be used to break up density of text	5
pages should be numbered	5
sentence lengths should be varied	5
language style should be simple	5
it should not contain explanatory information or charts or graphs (these should be attached as appendices)	5
.....	5
an index of the report and appendices should be provided	5
sources of assistance should be acknowledged	5

TASK 3 (24 marks)

- Give **four** guidelines that you should consider when asking an office junior to complete a task. **(2.3 - 12**

marks)

identify your objectives	3
plan what you are going to request	3
pick the right moment	3
use style of language which is appropriate to the individual	3
make sure your manner is appropriate to the individual	3
listen appropriately	3
react appropriately	3

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- Give **four** ways of dealing effectively with these interruptions. **(2.4 – 12 marks)**

be polite	3
be firm about time	3
treat the interruption as a meeting and work to an 'agenda'	3
use body language to indicate that the interruption is not welcomed	3
learn how to say 'no'	3

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MARKING

TASK 1 (32 marks)

- Give **four** reasons why written communication is important in a business. (3.1 - 16 marks) (accept any other alternative and sensible answers).
 - can file relevant documents 4
 - document can be copied 4
 - long, complex or important information can be studied carefully 4
 - can be used as formal authority 4
 - permanent record of what was said and agreed 4
 - distances sender from recipient 4
 - able to give information by a graph, table or illustration 4
- Give **four** advantages and **four** disadvantages of e-mail. (3.1 – 16 marks)
 - Advantages (8 marks)**
 - extremely rapid 2
 - graphic and text sent electronically 2
 - recipient's location immaterial, provided communication link available 2
 - relatively cheap 2
 - permanent record provided 2
 - print outs can be made 2
 - messages can be saved to disk 2
 - easy to respond to 2
 - those with an Internet link can receive messages anywhere in the world 2
 - Disadvantages (8 marks)**
 - transmission breakdown 2
 - equipment breakdown 2
 - address difficulties – if carelessly keyed-in 2
 - not possible to tell whether recipient has received the message, or opened it 2
 - easy to accidentally send e-mails before they are finalised 2
 - junk mail builds up 2

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TASK 2 (18 marks)

- Produce a handout, headed 'Questioning during telephone conversations'. (2.3 – 6 marks)
 - heading used, as instructed2
 - effort made to display it as a handout, ie more than just a list of words jotted down as a memo4

- Give **three** reasons why the use of open questioning can be helpful during a telephone conversation with a customer/client. (2.3 -9 marks).
 - gain information3
 - encourage the maximum freedom of response3
 - maximise freedom in responding to a problem3
 - allow a person to express their feeling about a matter3
 - encourage further discussion3
 - encourage questions3
 - reveal a person's attitudes, beliefs and motivation3
 - reveal how well a person can organise what they want to say3
 - reveal how well a person can express themselves without guidance or prompting3

- **One** disadvantage of open questioning. (2.3 — 3 marks)
 - it can waste a lot of time3
 - the answer may be irrelevant to what is required, without guidance or prompting3

TASK 3 (25 marks)

- Give **five** guidelines for writing minutes of a meeting. (3.3 — 25 marks)
 - standard business layout5
 - written in the third person5
 - discussions and decisions summarised5
 - list of attendees5
 - minutes of the previous meeting5
 - matters arising5
 - any other business5
 - date of next meeting5
 - discuss draft minutes with Chair5

TASK 4 (25 marks)

- Please reply to the letter from Workforce Training plc. Attach the guidelines on writing minutes (completed in Task 3). Mark the letter 'URGENT'. Use the letterheaded paper provided. (3.3 — 25 marks)
 - date2
 - recipient's name and address5
 - letterheaded paper used2
 - unsigned2
 - marked urgent2
 - enclosure2

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introductory paragraph.....	5
salutation	2
complimentary close	2
details of enclosure	3