

Applied Business

General Certificate of Secondary Education **A243**

Working in Business

Mark Scheme for June 2010

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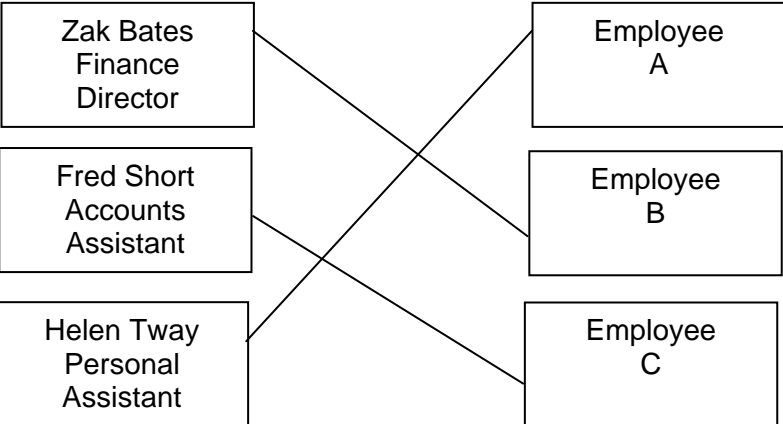
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Question			Expected Answer	Mark	Additional Guidance
1	(a)	(i)	<p>Which of the following is the correct name given to this type of organisational structure?</p> <ul style="list-style-type: none"> • Wide • Hierarchical • Matrix 	1	<p><u>Compulsory Annotation</u> ✓ and X</p> <p>More than one tick 0 marks</p>
			<p>One mark for the correct identification Hierarchical</p>		
		(ii)	<p>State one advantage of the type of organisational structure identified in your answer to part (a) (i)</p>		<p><u>Compulsory Annotation</u> ✓ and X</p>
			<p>One mark for the correct identification Possible advantages could include:</p> <ul style="list-style-type: none"> • employees know to which line manager they are responsible • clear lines of communication • employees know what is expected of them • hierarchies develop teams and this aids motivation 	1	<p>Should candidate put the incorrect response in 1 a(i) then award marks for correct advantage of the selected their incorrect answer.</p>
		(iii)	<p>State one disadvantage of the type of organisational structure identified in your answer to part (a) (i).</p>		<p><u>Compulsory Annotation</u> ✓ and X</p>
			<p>One mark for the correct identification Possible disadvantages could include:</p> <ul style="list-style-type: none"> • functional areas sometimes work for themselves • functional areas do not see the big picture when making decisions • tend to be inflexible when change is needed 	1	<p>Should candidate put the incorrect response in 1 a(i) then award marks for correct dis advantage of the selected their incorrect answer.</p>

Question	Expected Answer	Mark	Additional Guidance
(b)	Using the information on the organisational structure, identify the correct names and positions of <u>each</u> employee by drawing a line to employee A, B and C		<p><u>Compulsory Annotation</u> ✓ and X</p> <p>One mark for each correct connection Should there be repeated lines from each employee then no marks for that employee.</p>
	<p>One mark for the correct answers.</p> 	3	
(c) (i)	<p>Brad George, the Managing Director is keen to keep his new customers and to try and gain further business. He is, however, aware that increased business could cause communication difficulties between the functional areas. Therefore, Brad George may need to review the organisation structure as shown in Text 1.</p> <p>Which functional area would he create to help the organisation to communicate better?</p>		<p><u>Compulsory Annotation</u> ✓ and X</p> <p>Accept Administration on its own but NOT ICT</p>
	<p>One mark for the correct answer. Administration and ICT</p>	1	

Question		Expected Answer	Mark	Additional Guidance
	(ii)	Identify and describe two ways which the functional area identified in part 1c(i) could improve communication at TJ Cleaning Services Ltd		<p><u>Compulsory Annotation</u> ✓ and X</p> <p>Do not allow repetition of task.</p> <p>Responses have to be in context of the functional area of c(i).</p> <p>READ the way and description before awarding marks for each response.</p>
		<p>One mark for the role and a further mark for the linked tasks</p> <ul style="list-style-type: none"> • Clerical tasks (1) typing a letter, filing invoices (1) • Collection and distributing mail (1) going around the functional areas delivering and collecting the mail (1) making sure that the mail that is going out is correct, eg. are the correct enclosures included (1) • Organising meetings (1) making sure that all the participants know the meeting arrangements (1) take and produce the minutes (1) • Respond to external and internal enquiries (1) may have to respond by letter, phone, email etc to simple enquiries, eg. for prices, brochures, etc. 	4	

Question		Expected Answer	Mark	Additional Guidance
	(d)	<p>One of the tasks that Bryony Coote, the Customer Service Director, has to deal with is responding to <u>complaints</u> from customers.</p> <p>Identify <u>four</u> other services, other than customer complaints, that a Customer Service functional area could provide.</p>		<p>Compulsory Annotation ✓ and X One mark for each correct answer.</p>
		<p>One mark for four correct identifications Possible identifications could be</p> <ul style="list-style-type: none"> • giving information • giving advice • after sales service • a variety of methods of payment • give refunds 	4	

Question	Expected Answer	Mark	Additional Guidance
(e)	<p>Identify and explain <u>one</u> way in which each of the following functional areas at <i>TJ Cleaning Services Ltd</i> can help the Customer Service functional area.</p> <p>Marketing and Sales</p>		<p><u>Compulsory Annotation</u> ✓ and X All responses should be in context and no marks awarded for generic response.</p> <p>Candidates show explicitly how the functional area supports customer service.</p> <p>READ the way and explanation before awarding marks for each response.</p>
	<p>One mark for correct identification plus an additional one mark for an explanation Possible responses may include: Marketing and sales could:</p> <ul style="list-style-type: none"> • promote literature (1) for complaints procedure, complaints forms, customer charters, etc (1) • promote compensation packages for complainants (1) such as free trips to theme parks, money off offers, etc • manipulate the complaints data in a database or a spreadsheet (1) to produce a report so that customer service can rectify the situation. (1) 	<p>1 1</p>	

Question	Expected Answer	Mark	Additional Guidance
	Finance		<u>Compulsory Annotation</u> ✓ and X All responses should be in context and no marks awarded for generic response. Candidates show explicitly how the functional area supports customer service. READ the way and explanation before awarding marks for each response.
	One mark for correct identification plus an additional one mark for an explanation Possible responses may include: Finance could <ul style="list-style-type: none"> • making sure there is enough funding for the compensation (1). This means that customer service will have the funds to pay for the compensation claims (1) • setting customer services a budget (1) so that TJ Cleaning Services Ltd can maintain some financial control (1) 	1 1	

Question			Expected Answer	Mark	Additional Guidance
2	(a)	(i)	Draw a line to attach the left hand part of the sentence to what is the correct meaning of a closed question.		<u>Compulsory Annotation</u> ✓ and X More than one line 0 marks.
			One mark for a correct identification A closed question is one that has a restricted number of answers.	1	
		(ii)	Identify and explain two reasons why Ghag Singh would want the questionnaire to include closed questions.		<u>Compulsory Annotation</u> ✓ and X All responses can be in or put of context. Candidates show explicitly how the functional area supports customer service. READ the way and explanation before awarding marks for each response.
			One mark for a correct reason and a further mark for an explanation of the reason <ul style="list-style-type: none"> • tend to be quicker to administer (1), therefore, the sample is more likely to want to answer the questionnaire (1) • often easier and quicker for the researcher to record responses (1) as the sample only has boxes to tick and does not have to think about their answer (1) • tend to be easy to code (1), therefore the (2), business can easily create statistics from the results (1) • tend to be easy to code (1), therefore, the data can easily be entered into a database or spreadsheet and then analysed. 	2 2	

Question		Expected Answer	Mark	Additional Guidance
	(b)	In the questionnaire, Ghag Singh he needs to find out what customers would be prepared to pay per hour for household cleaning services. Other cleaning businesses charge between £5 and £12 per hour. In the box below create a <u>closed question</u> which Ghag could use in his questionnaire to find out this information.		<p><u>Compulsory Annotation</u> ✓ and X</p> <p>Be aware of the vast number of options for candidates.</p> <p>One mark for an appropriate closed question PLUS one mark for appropriate response options. There must be more than 2 responses for the second mark.</p>
		<p>One mark for a correct closed question and one mark for appropriate options</p> <ul style="list-style-type: none"> • Do you want your house cleaned? Yes/No • What time would be convenient for house cleaning? Morning Afternoon or Early Evening • Which service would you require? Dusting/Hoovering/Washing dishes/Ironing other 	2	

Question		Expected Answer	Mark	Additional Guidance
3	(a)	The Directors of <i>TJ Cleaning Services Ltd</i> need to ensure that the advertisement meets the requirement of the Advertising Standards Authority (ASA). Describe the role of the Advertising standards Authority (ASA).		<u>Compulsory Annotation</u> ✓ and X Candidate response does not have to be in context. One mark for dealing with non-broadcast media and a further mark response for a description of an aim of the ASA.
		Up to two marks The ASA deals with non-broadcast media (1) It ensures that advertisements in newspapers, magazines, etc are not misleading, harmful or offensive advertising. It will ensure sales promotions are run fairly. It will help reduce unwanted commercial mail - either sent through the post, by e-mail or by text message - and it will resolve problems with mail order purchases.' (1)	2	

Question		Expected Answer	Mark	Additional Guidance
	(b) (i)	<p>Ghag tell his team that the following statement in the advertisement will <u>not</u> meet the requirements of the ASA.</p> <p>Explain why this statement fails to meet the requirements of the ASA.</p>		<p><u>Compulsory Annotation</u> ✓ and X</p> <p>Candidate response must relate to the advertisement on the question paper. If this is not evident then 0 marks.</p> <p>One mark for identification of the illegality and further for an explanation of why it does not meet the requirements of the ASA.</p>
		<p>One mark for identification and one mark for an explanation. In the advertisement, TJ Cleaning Services Ltd guarantees that it will get rid of 100% of dust (1). This is not truthful as this will never really be feasible (1)</p>	2	

Question		Expected Answer	Mark	Additional Guidance
	(ii)	Give an example of how Ghag Singh and his team could change the statement in order to meet the requirements of the (ASA).		<p><u>Compulsory Annotation</u> ✓ and X</p> <p>Candidates could have a number of responses but any which indicates intent of getting rid of '100%' of dust is allowable.</p> <p>Candidate response must be in context of the advertisement on the exam paper. If not then 0 marks.</p>
		<p>One mark for the appropriate response The answer should be along the following lines:</p> <p>'All our cleaners will try to get rid of 100% of dust from your home'</p>	1	

Question	Expected Answer	Mark	Additional Guidance
(c*)	<p>The Directors of <i>TJ Cleaning Services Ltd</i> decide to advertise the new household cleaning service in the <u>local</u> newspaper. By considering other possible methods of advertising, discuss whether advertising in the <u>local</u> newspaper is the most suitable method for <i>TJ Cleaning Services Ltd</i> to advertise its new service. Give reasons for your answer.</p>		
	<p>Level 3: (5-8 marks] Candidate makes reasoned judgements and presents appropriate conclusions about whether using a local newspaper for advertising is a good advertising strategy for TJ Cleaning Services Ltd.</p> <p>Candidates will compare the use of other methods of advertising with that of advertising in a local newspaper.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum 6 marks can be awarded.</p>	<p>2 2 4</p>	<p>Compulsory Annotation L1 L2 L3</p> <p>This question is about advertising any mention of sales promotion should be marked as NAQ</p> <p>Question asks for candidate to consider other possible methods of advertising therefore if only local newspaper Max L1.</p> <p>L1 one mark for each identification of how a local newspaper is the best method of advertising. Does not have to be context.</p> <p>L2 and L3 must be the context of the question.</p> <p>L2 (3 marks) advantages and/or disadvantages of a local newspaper and one other method of advertising. L2 (4 marks) advantages and/or disadvantages of a local newspaper and more than one other method of advertising.</p> <p>L3 (5 marks) candidate analyses local newspaper and one other method of advertising. (1)s described.s whether communication for a complaint.</p>

Question	Expected Answer	Mark	Additional Guidance
			<p>L3 (6 marks) candidate analyses local newspaper and two or more methods of advertising.</p> <p>L3 (7 marks) Candidate makes a judgement linked to more than one comparison.</p> <p>L3 (8 marks) Candidate makes a judgement linked to more than 1 comparison and QWC as described.</p>
	<p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate business terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Level 2 [3-4 marks] Candidate applies knowledge of how the use of a local newspaper advertising could be the best method advertising for TJ Cleaning Services Ltd.</p> <p>Candidates will describe the advantages and disadvantages of other methods of advertising.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate business terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 1 [1-2 marks] Candidate identifies ways in which a local newspaper could be the best method of advertising.</p>		

Question	Expected Answer	Mark	Additional Guidance
	<p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p>		

Question	Expected Answer	Mark	Additional Guidance
	<p>Exemplification</p> <p>A local newspaper is a reasonable method of advertising for TJ Cleaning Services Ltd because:</p> <ul style="list-style-type: none"> • advertising in a local newspaper is a fairly cheap type of advertising (L1), so this will keep the costs of TJ Cleaning Services Ltd down (L2) • advertising in a local newspaper would hit the target market of Tynewear (L1) who are the customers that the household cleaning market is aimed at and should get an excellent coverage in the appropriate area (L2) A national paper advertisement would be a waste of money because it would not be seen by as many potential customers in Tynewear and by other people in the country who would not be able to use the service. (L3) 		

Question		Expected Answer					Mark	Additional Guidance																																									
4	(a)	<p>Using the information in <u>Text 4</u> complete the unshaded portions of Nelson du Toit's payslip shown below. The following information needs to be entered.</p>						<p><u>Compulsory Annotation</u> ✓ and X One mark for each of the entries.</p> <p>If incorrect units are used then deduct the maximum of 1 mark.</p> <p><u>OFR (Own Figure Rule) for Net Pay</u></p>																																									
		<p>One mark is to be allocated for each the following:</p> <ul style="list-style-type: none"> • employee name and number (1) • hours worked and hourly rate of pay (1) • gross pay (1) • total deductions (1) • final amount payable to Nelson (1) 					2 3	No pence as correct units then penalise once.																																									
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="7" style="text-align: center;">TJ Cleaning Services Ltd</th> </tr> </thead> <tbody> <tr> <td colspan="3">Tax date: 15/01/2010</td> <td colspan="4">Employee: Nelson du Toit (Correct employee and Employee No 1 mark)</td> </tr> <tr> <td>Nat Ins No: HD395068G</td> <td colspan="2">Tax code: BR</td> <td>Taxable pay this period: £30.00</td> <td>Taxable pay this tax year: £300.00</td> <td colspan="2">Employee No: F567876</td> </tr> <tr> <td></td> <td>Hours</td> <td>Rate</td> <td>Gross Pay</td> <td>Tax Amount</td> <td>National Insurance</td> <td>Total Deductions</td> </tr> <tr> <td>Basic pay</td> <td>25</td> <td>£6.00 (1)</td> <td>£150.00 (1)</td> <td>£ 30.00</td> <td>£12.00</td> <td>£42.00 (1)</td> </tr> <tr> <td colspan="7">Net Pay: £108.00 (1) OFR</td> </tr> </tbody> </table>								TJ Cleaning Services Ltd							Tax date: 15/01/2010			Employee: Nelson du Toit (Correct employee and Employee No 1 mark)				Nat Ins No: HD395068G	Tax code: BR		Taxable pay this period: £30.00	Taxable pay this tax year: £300.00	Employee No: F567876			Hours	Rate	Gross Pay	Tax Amount	National Insurance	Total Deductions	Basic pay	25	£6.00 (1)	£150.00 (1)	£ 30.00	£12.00	£42.00 (1)	Net Pay: £108.00 (1) OFR						
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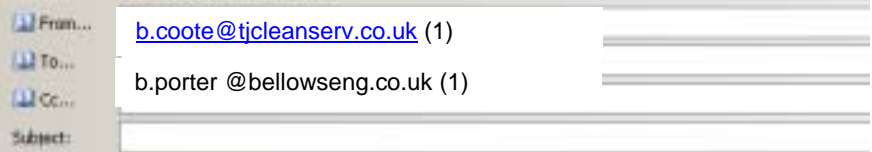
Question	Expected Answer	Mark	Additional Guidance
(b)	What are the implications for Nelson du Toit and <i>TJ Cleaning Services Ltd</i> if Nelson's net pay is calculated incorrectly?	2	<u>Compulsory Annotation</u> ✓ and X
	One mark for a brief implication to Nelson du Toit and <i>TJ Cleaning Services</i> and one further mark for relevant extension.	2	
	<p>Exemplification</p> <ul style="list-style-type: none"> • If Nelson du Toit is underpaid then he will be unhappy (1) and if this happens he could become dissatisfied with TJ Cleaning Services and he may not work as hard or eventually leave the business (1) • If TJ Cleaning Services do not realise that they have been paying Nelson du Toit incorrectly they could be losing money (1) this is because they could be overpaying him and this could make the profits less (1) 		<p>Implication to the Nelson du Toit one mark and then extended for further mark</p> <p>Implication to the <i>TJ Cleaning Services</i> one mark and then extended for further mark</p> <p>REMEMBER this question is aimed at A*AB candidates and the answer should be in keeping with the expected depth of response.</p>

Question	Expected Answer	Mark	Additional Guidance
(c)	<p>Brad George, the Managing Director, is looking at data collected for him by the Finance Functional area. The data is for the proposed new venture; the household cleaning services. Brad expects the maximum number of houses can be cleaned is 300 per month.</p> <p>Use the following data below to complete and label the break-even chart below.</p>		<p><u>Compulsory Annotation</u> ✓ and X</p> <p>Abbreviations of SR allowed.</p> <p>Both costs and revenues must be noted on the y axis</p> <p>BEP must be identified correctly.</p> <p>The numeric identification of the BEP as £200 no marks</p>

Question	Expected Answer	Mark	Additional Guidance
	<p>One mark for each of the items below.</p> <p>The correct production of the break-even graph with</p> <ul style="list-style-type: none"> • Sales revenue line plotted (1) and correctly labelled (1) • Costs and revenue axes (1) • Units produced (1) • The break-even point correctly identified on the chart (1) • The break even quantity of <u>200</u> units correctly stated (1) <div data-bbox="427 632 1205 1166" data-label="Figure"> </div> <p>Break even point is 200 houses cleaned.</p>	<p>4 2</p>	

Question	Expected Answer	Mark	Additional Guidance
(d)	<p>Using the completed break-even chart in part (c), answer the following questions:</p> <p>What is a break-even chart?</p>		<p><u>Compulsory Annotation</u> ✓ and ✓⁺ and X</p> <p>Allow OFR (Own Figure Rule) from part (c)</p>
	<p>Up to two marks</p> <p>The break-even chart shows Brad George, the Managing Director, the point where revenue and costs are the same (1). In this case the break-even point is 200 units (1)</p> <p>The break-even chart helps to work out the contribution that each sale could make towards the fixed and variable costs. (1)</p>	2	
e	(i)		
	<p>Identify and explain one strategy that could be employed to decrease that the break-even point.</p> <p>One mark for strategy and <u>one</u> for correct explanation in context.</p> <p>Strategies are:</p> <ul style="list-style-type: none"> raise price per unit (1). This will increase the potential revenue of TJ Cleaning Services Ltd and because the costs are the same the break-even point will be reached at a lower unit. (1) decrease fixed costs (1). This will decrease the costs of TJ Cleaning Services which, if the potential revenue stays the same, will drop the break-even point. (1) decrease variable costs (1). This will decrease the costs of TJ Cleaning Services, which if the potential revenue stays the same, will drop the break-even point. (1) 	2	<p><u>Compulsory Annotation</u> ✓ and ✓⁺ and X</p> <p>Candidate response MUST be in the context of TJ Cleaning Services Ltd break-even chart to gain any marks.</p>

Question		Expected Answer	Mark	Additional Guidance
	e (ii)	Give one advantage and one disadvantage of using a spreadsheet to construct the break-even chart for the proposed household cleaning service.		
		<p>One mark for relevant advantage and one mark for relevant disadvantage</p> <p>Advantages could be:</p> <ul style="list-style-type: none"> • clear presentation (1) • recalculation (1) • creation of formulas(1) • linking related sheets (1) • what if calculations (1) • create charts to display data (1) <p>Disadvantages could be:</p> <ul style="list-style-type: none"> • users need to be trained (1) • human error could make the spreadsheets inaccurate (1) • one error in a formula could affect other calculations (1) 	2	<p><u>Compulsory Annotation</u> ✓ and X</p> <p>Answers must be related to a spreadsheet and not generally to computers</p> <p>One mark for the identification of an advantage</p> <p>One mark for the identification of a disadvantage.</p>

Question	Expected Answer	Mark	Additional Guidance
5 (a)	<p>You are Dean Lambert, Customer Service Assistant. Bryony Coote gives you the task of replying to this complaint. Construct a suitable email reply to Brenda Porter with a copy going to Bryony Coote. Give the email a subject.</p>  <p>The reply should have</p> <ul style="list-style-type: none"> • An acknowledgement of the complaint (1) • An apology (1) • An explanation of what TJ Cleaning Services Ltd are going to do to rectify the situation e.g. monitor cleaning staff with a supervisor, spot checks, compensation (1) • A closing paragraph which summarises the above. (1) <p>Thank you for your email about the cleaning complaint at Bellows Engineering (1). TJ Cleaning Services Ltd are very sorry for the inconvenience which our poor service has given your business. (1) To ensure that this does not happen again supervisors will be visiting the premises at a variety of times to check on the work of the cleaners. (1).</p>	3 4	<p><u>Compulsory Annotation</u> ✓ and ✓⁺ and X</p> <p>Heading One mark for each item of content at the head of the Email. The email addresses must be accurate for 1 mark.</p>
	<p>One mark for each of the items in the introduction and up to four marks for the reply.</p>	3 4	

Question		Expected Answer	Mark	Additional Guidance
5	(b*)	Discuss whether an email is the most suitable method of communication for replying to this type of complaint.		<p>Compulsory Annotation</p> <p>L1 L2 L3</p> <p>L1 (1 mark) candidates response will be advantages and/or disadvantages of email. L2 (2 marks) one statement showing the suitability of email dealing with a complaint. L2 (3 marks) two or more statements showing the suitability of email for dealing with a complaint. L3 (4 marks) analyses or compares email as a method of communication for a complaint. L3 (5 marks) compares email with other methods and makes a judgement and uses QWC as described.</p>

Question	Expected Answer	Mark	Additional Guidance
	<p>Level 3 [4-5 marks]</p> <p>Candidate analyse an email as a method of complaining and/or compares other methods of communication for complaining. Candidate makes a reasoned judgement as to the best method for the purpose.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Note: If candidate only analyses with no appropriate conclusions, a maximum of 4 marks can be awarded</p> <p>Level 2 [2-3 marks]</p> <p>Candidate show the suitability of email as a method of dealing with customer complaints.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used.</p> <p>Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used.</p>	<p>1 2 2</p>	

Question	Expected Answer	Mark	Additional Guidance
	<p>Level 1 [1 mark]</p> <p>Candidate identifies advantages and/or disadvantages of email.</p> <p>Candidate shows ability to communicate at least one point using some appropriate business terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplification</p> <p>Email might be the best way to address the complaint, as it was the way that the complaint has been sent (L2) This is also a good method because it is instant and an answer can be sent directly. (L1) However, emails are not always picked up and if this is not received by Bellows Engineering Ltd may become satisfied with TJ Cleaning Ltd and take business elsewhere.(L2)</p> <p>A formal letter may be a better way of addressing the complaint. This is because it will be logged by the administration functional area of Bellows Engineering Ltd and there could be no confusion about its arrival. (L2) A formal letter will also have all the details required by both businesses; the complaint, how TJ Cleaning Services intends to rectify the complaint and what it will do to compensate Bellows Engineering Ltd. (L2)</p> <p>Overall, email is the method I would choose because it allows TJ Cleaning Services Ltd to contact the complainant quickly and give an immediate response. This would not happen with a formal letter as it could take several days to arrive (L3).</p>		

Question	Expected Answer	Mark	Additional Guidance
(c*)	<p>Discuss each of the following:</p> <ul style="list-style-type: none"> • possible consequences to <i>TJ Cleaning Services Ltd</i> if the complaint by Brenda Porter was not dealt with satisfactorily; • What actions <i>TJ Cleaning Services Ltd</i> could take to reduce the number of complaints from customers in the future. 		<p>Compulsory Annotation</p> <p>L1 L2 L3</p> <p>L1 (1-2 mark) way/s in which complaints can be dealt with and or possible consequence/s of not dealing with complaints satisfactorily</p> <p>L2 (3 marks) shows consequence/s to <i>TJ Cleaning Services Ltd</i> of a customer complaint and/or action/s to reduce complaints to <i>TJ Cleaning Services Ltd</i></p> <p>L2 (4 marks) shows consequence/s to <i>TJ Cleaning Services Ltd</i> of a customer complaint and action/s to reduce complaints to <i>TJ Cleaning Services LTD</i></p>
	<p>Level 3 [5-8 marks]</p> <p>Candidate makes reasoned judgments and presents appropriate conclusions on the consequences for <i>TJ Cleaning Services Ltd</i> if customer complaint was not dealt with satisfactorily.</p> <p>Candidate makes reasoned judgments and presents appropriate conclusions on how the actions described to reduce complaints for would in the future help <i>TJ Cleaning Services Ltd</i>.</p> <p>Candidate shows ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p>	<p>2 2 4</p>	<p>L3 (5 marks) analyses consequence/s to <i>TJ Cleaning Services Ltd</i> of a customer complaint and/or action/s to reduce complaints to <i>TJ Cleaning Services Ltd</i></p> <p>L3 (6 marks) analyses consequence/s to <i>TJ Cleaning Services Ltd</i> of a customer complaint and/ action/s to reduce complaints to <i>TJ Cleaning Services Ltd</i></p> <p>L3 (7 marks) Candidate draws a justified conclusion on both bullet points</p> <p>L3 (8 marks) Candidate draws a justified conclusion on both bullet points and QWC as described.</p>

Question	Expected Answer	Mark	Additional Guidance
	<p>Note: If candidate only analyses with no appropriate conclusions, a maximum of 6 marks can be awarded.</p> <p>Level 2 [3-4 marks]</p> <p>Candidate applies knowledge and understanding to show consequences for business if the customer complaint was not dealt with satisfactorily.</p> <p>Candidate applies knowledge and understanding to show consequences how the actions described can be used to deal with complaints.</p> <p>Candidate shows ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used.</p> <p>Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p>		

Question	Expected Answer	Mark	Additional Guidance
	<p>Level 1 [1-2 marks]</p> <p>Candidate identifies consequences to business and shows knowledge of how customer complaints should be dealt with.</p> <p>Candidate identifies the actions that TJ Cleaning Services Ltd could take to reduce complaints.</p> <p>Candidate shows ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>0 marks = no response or response does not address the question.</p> <p>Exemplification</p> <p>The results of not meeting the customer complaint is that he/she may not return to the business [L1] and they may tell other business which will result in a poor reputation for TJ Cleaning Services Ltd [L2]. This is likely to lead to lack of repeat/new customer, lower sales and falling profits. [L3]</p> <p>In the short term the business may look to resolve this by improving the way that they deal with customer complaints such as better staff training, monitoring their workers, asking for feedback from their customers (L1) because if they do not do this then their existing customers may not be happy with their cleaning service (L2). If TJ Cleaning Services Ltd do look after their customers they will maintain existing business and because their customers are</p>		

Question	Expected Answer	Mark	Additional Guidance
	<p>happy (L2) they may gain more which will possibly add to revenue, profit and improved reputation. (L3)</p> <p>In the short term the business may look to resolve this by improving the way that they deal with customer complaints such as better staff training but in the long term if this issue is ignored it will have an adverse effect such as a loss in customers and therefore possible revenue because customers could defect to competitors (L3).</p>		

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