



Coimisiún na Scrúduithe Stáit

State Examinations Commission

Scrúdú na hArdteistiméireachta Feidhmí, 2007

Leaving Certificate Applied Examination, 2007

Riarachán Oifige agus Cúram Custaiméirí

Office Administration and Customer Care

Leibhéal Comónta

Common Level

Scéimeanna Marcála

Marking Scheme

Riarachán Oifige agus Cúram Custaiméirí

Office Administration and Customer Care

240 marcanna 240 marks

Achoimre na marcanna Summary of marks

C1 Q.1(60)	(a) 50 (6 x 5; 4 x 5); (b) 4 (2 x 2); (c) 6 (2 x 3)
C2 Q.2(60)	(a) 10 (5+5); (b) 20 (7 + 7 + 6); (c) 30 (6 x 5)
C3 Q.3(60)	(a) 40 (4 x 10); (b) 20 (4 + 3 + 3; 4 + 3 + 3)
C4 Q.4(60)	(a) 20 (2 x 3; 4 + 3 + 4 + 3), (b) 20 (5 x 4); (c) 20 (4 +3 +3; 4 + 3 + 3)
C5 Q.5(60)	(a) 8 (4 x 2); (b) 52 (1 x 9; 1 x 17; 4; 2 x 3; 3 x 2; 4)
C6 Q.6(60)	(a) 12 (4 x 3); (b) 33 (3; 5 x 6) (c) 15 (5 x 3)
C7 Q.7(60)	(a) 20 (5; 3 x 5); (b) 30 (3 x 10); (c) 10 (5 + 5)
C8 Q.8(60)	(a) 20 (5 x 4); (b) 10 (6 + 4); (c) 30 (6 x 5)

Creidiúintí Credits

12: 204-240 **11:** 187-203 **10:** 170-186 **9:** 154-169 **8:** 137-153 **7:** 120-136
6: 103-119 **5:** 86-102 **4:** 70-85 **3:** 53-69 **2:** 36-52 **1:** 19-35
0: 0-18

NB: If applicable . . .

- In the grand total, round **down** fractions or decimals to the next whole number
- Leave fractions or decimals in individual answers

Reasonable accommodation

Where a candidate has been granted, and availed of, the aid of a scribe, a tape recorder or a spell-enabled computer, or has been granted a spelling or grammar exemption, a modified interpretation of this marking scheme will apply to this paper.

Section 1: Retailing and selling**60 marks**

Ceist 1 Question 1**Marcanna Marks**

(a)	6 marks for each suggestion (6 x 5)	... 30
	4 marks for each reason (4 x 5)	... 20
(b)	2 marks for each reason (2 x 2)	... 4
(c)	2 marks for each example (2 x 3)	... <u>6</u>
		... <u>60</u>

Possible suggestions and reasons (a):

- Have a prominent local sports star or soccer player or football player to perform the opening
 - This will attract much media attention (free advertising) which will draw the crowds and, hopefully, help to increase sales
- Get flyers printed and delivered to houses in the locality
 - Fairly cheap way to advertise the opening, will create awareness of the shop and attract customers
- Have an opening sale, for example, 15% off all runners
 - Will attract bargain hunters who may buy some other product or result in repeat business
- Advertise a free draw for a holiday for every purchase of €50 or more
 - This will attract customers and will entice them to spend a lot more so as to be able to enter the draw
- Include a redeemable coupon in the local newspaper which entitles the customer to €5 off any purchase of €25 or more
 - This makes people aware of the shop and attracts customers who are looking for value

Possible answers (b):

- (i) You have a better chance of succeeding in business
- (ii) It is easier to raise finance for business

Possible answers (c):

- (i) McDonald's
- (ii) O'Brien's Sandwiches
- (iii) Eason's, etc. etc.

Ceist 2 Question 2

	Marcanna Marks
(a) 5 marks for each identification (5 x 2)	... 10
(b) 7 marks for first two reasons, 6 for third (7 + 7 + 6)	... 20
(c) 6 marks for each of 5 points (6 x 5)	... <u>30</u>
	... <u>60</u>

Solutions (a):

- (i) Wholesaler or Cash & Carry
- (ii) Retailer

Solutions (b):

- (i) The amount in figures is wrong—it should be €850
- (ii) There is no signature
- (iii) The cheque is stale—it is dated 2 June 2006

Solution (c)—typical response

- (i) I would listen carefully to Mary McEvoy's complaint, apologise, and record the facts. (A written record may be needed at a later stage). I would inform the customer that the complaint looked genuine and that she would be entitled to a refund, a replacement or a credit note. If the goods sold were faulty, I would ask Mary to call over later as I needed to inform my manager before anything could be done.
- (ii) There is protection for customers under "The Sale of Goods and Supply of Services Act". Goods should be of merchantable quality and be fit for the purpose intended. A customer is entitled to proper redress under the terms of the act.

Section 2: Office assistant**60 marks**

Ceist 3 Question 3**Marcanna Marks**

- | | | |
|-----|---|------------------|
| (a) | 4 marks for each of 10 names organised in alphabetical order (4 x 10) | ... 40 |
| (b) | (4 + 3 + 3) marks for spreadsheet, and (4 + 3 + 3) marks for database | ... <u>20</u> |
| | | <u>60</u> |

Solution (a):

- (i) David Skelton
- (ii) Mary Slack
- (iii) Henry Slattery
- (iv) Ann Slevin
- (v) Geraldine Slowey
- (vi) Laurence Slowey
- (vii) Kieran Sloyan
- (viii) Caroline Smith
- (ix) Stephen Smith
- (xi) Una Smyth

Note: For an attempt, say, first name alphabetical order, allow 1 mark each. For example, Ann Slevin, Caroline Smith, David Skelton, Geraldine Slowey, etc.

*Solution (b):***Spreadsheet package**

- (i) For preparing budgets and forecasts
- (ii) For recalculation of results when a number is changed
- (iii) For carrying out “what if” type questions

Database

- (i) For storing information
- (ii) For being able to manipulate information
- (iii) For use with a word-processing package to produce personalised letters

Ceist 4 Question 4**Marcanna Marks**

- | | | |
|-----|--|------------------|
| (a) | 6 marks for headings (2 x 3) | ... 6 |
| | 14 marks for message (4 + 3 + 4 + 3) | ... 14 |
| (b) | 5 marks for each of 4 points (5 x 4) (See grid) | ... 20 |
| (c) | (4 + 3 + 3) marks for accounts, and (4 + 3 + 3) marks for purchasing | ... <u>20</u> |
| | | <u>60</u> |

Example of memo (a)

To: All office staff (2)

From: The human resource manager (2)

Date: 21 June 2007 (2)

Please attend a meeting (in the Board Room) (4) next Tuesday (at 10 a.m.) (3). The purpose of the meeting is to discuss the introduction of uniforms for all office staff (4). Your attendance would be appreciated (3).

Example of telephone message (b)

Hello, my name is - - - - (5), I work for Beauty Products, a distributor of cosmetic products in the Irish market (5). I am enquiring about a new range of products that you have launched on the market (5). I would appreciate if you would ring me at 01-666771 (5).

excellent	good	fair	poor	attempt
5	4	3	2	1

Solution (c) (any order):

Accounts department

- (i) Wages and salaries
- (ii) Budgets or payments by cheque
- (iii) Accounts, or debtors' or creditors' ledger accounts or invoices

Purchasing department

- (i) Ordering goods
- (ii) Getting quotations from suppliers
- (iii) Matching invoices with deliveries or checking delivery dockets and goods

Section 3: Office practice**60 marks**

Ceist 5 Question 5**Marcanna Marks**

(a)	4 marks for each of 2 points (4 x 2)	... 8
(b)	1 mark for each of 9 details (1 x 9)	... 9
	1 mark for each of 17 figures (1 x 17)	... 17
	4 marks for dates (up to)	... 4
	2 marks for each of 6 totals (2 x 6)	... 12
	3 marks for each of 2 balances (3 x 2)	... 6
	4 marks for imprest (cash)	... <u>4</u>
		<u>60</u>

Typical solution (a):

An imprest (that is, a float) is received at the end of the beginning of the petty cash period (usually weekly). The float is restored to the original amount at the end of the period.

*Solutions (b):***Petty Cash Book**

Date	Details	Total	Date	Details	Total	Refreshments	Cleaning	Postage	Other
2007		€	2007		€	€	€	€	€
14 May	Bank (cheque)	65.00	14 May	2 litre milk	1.90	1.90			
			14 May	Coffee & tea	6.20	6.20			
			14 May	3 sandwich rolls	9.60	9.60			
			15 May	Taxi fare	12.50				12.50
			15 May	2 packet biscuits	4.10	4.10			
			16 May	Cleaning materials	11.80		11.80		
			17 May	Postage stamps	9.70			9.70	
			18 May	Greeting card	3.80				3.80
			18 May	Balance c/d	5.40				
		65.00			65.00	21.80	11.80	9.70	16.30
18 May	Balance b/d	5.40							
18 May	Cash	59.60							

Ceist 6 Question 6**Marcanna Marks**

- (a) 4 marks for each of 3 qualities (4 x 3) 12
- (b) 3 marks for date
5 marks for names (1 each)
5 marks for times (1 each)
5 marks for organisations (1 each)
5 marks for purposes (1 each)
5 marks for responses (1 each)
5 marks for receptionist (all signatures or initials) 33
- (c) 5 marks for 3 guidelines (5 x 3) ... 15
60

Solutions (a):

- (i) Good people skills
- (ii) Enthusiastic outgoing personality
- (iii) Thorough knowledge of product or service

Solutions (b)

Date					
Name	Time	Organisation	Purpose of visit	Response	Receptionist
Swift Couriers	9:45 a.m.	O'Meara Ltd	Delivery of package from O'Meara Ltd	Signed for	JP
Susan Cooper	10:00 a.m.	None (unknown)	Enquiry re vacancy in accounts' department	Given application form	JP
John Carty	10:30 a.m.	Office Supplies Ltd	Delivery of printer paper and cartridges	Signed for	JP
Eamonn Ryan	11:00 a.m.	None (unknown)	Seeks meeting with boss	Will ring back	JP
Kieran Reilly	11:15 a.m.	GAA club	Request for donation for new club house	Will contact him	JP

Possible solutions (c):

- (i) Employees should go for annual eye tests
- (ii) Employees should be allowed adequate breaks away from their workstations
- (iii) Ensure the lighting of the employees' workstation is adequate and that there is no glare
- (iv) Ensure that employees who require glasses be supplied with them.
- (iv) Enthusiastic outgoing personality

Section 4: Retailing and the Consumer**60 marks**

Ceist 7 Question 7**Marcanna Marks**

- | | |
|---|------------------|
| (a) (i) 5 marks for name | ... 5 |
| (ii) 3 marks for each of 5 stages (3 x 5) | ... 15 |
| (b) 3marks for each of 10 items (3 x 10) | ... 30 |
| (c) (i) 5 marks for name | ... 5 |
| (ii) 5 marks for destination | ... <u>5</u> |
| | <u>60</u> |

Solution (a)

- (i) A credit card
- (ii) Insert the card in the machine. Check that the card is not lost or stolen. Key in the amount, namely, €60.50. Ask the customer to key in the PIN on the keypad. When the transaction is completed, return the credit card to the customer plus a receipt.

Solution (b)

Quantity	Description	Cost per unit €	VAT @ 21% €	Total €
1	Coffee table	200	42	242.00
1	3-piece suite	1000	210	1210.00
1	Dining table	400	84	484.00
1	Set of kitchen stools	200	42	242.00
1	Mirror	120	25.20	145.20

Solutions (c)

- (i) Value added tax
- (ii) The Revenue Commissioners **or** the Government

Ceist 8 Question 8**Marcanna Marks**

- | | |
|---|------------------|
| (a) 5 marks for each of 4 margins (or mark-ups) (5 x 4) | ... 20 |
| (b) 6 marks for basic explanation; 4 marks for example or elaboration (6 + 4) | ... 10 |
| (c) 6 marks for each statement (all true) (6 x 5) | ... <u>30</u> |
| | <u>60</u> |

Solution (a)

20%, 20%, 30%, 40%

Solution (b)—typical answer for full marks

Buying on the spur of the moment; buying things which you did not plan to buy, for example, buying extra products in a supermarket because they caught your eye; you did not intend to buy them. (Two sentences or phrases are sufficient).

Solution (c)

All five statements are **true**.

Note: “Loan mortgage” should read “loan or mortgage”.

General note: Open or closed punctuation is acceptable
