



Coimisiún na Scrúduithe Stáit State Examinations Commission


LEAVING CERTIFICATE APPLIED, 2012

Vocational Specialism— Office Administration and Customer Care

WRITTEN EXAMINATION (240 marks)

Tuesday, 12 June, afternoon, 2.30 - 4.00

GENERAL DIRECTIONS

- Write your *EXAMINATION NUMBER* here. 
- Write all your answers in this *ANSWER BOOK* in the spaces provided.
- Show necessary work alongside your answers.
- Calculators may be used.
- There are *FOUR* sections in this examination.
—Answer *FOUR* questions.
—Attempt *ONE* question from *EACH* section.

For the superintendent	For the examiner	
Stampa an ionaid Centre stamp	1. Total of end-of-page totals	
	2. Aggregate total of disallowed questions	
	3. Mark awarded (1 minus 2)	
	4. Bonus for answering in Irish (if applicable)	
	5. Total mark if a bonus is awarded for answering in Irish (3 plus 4)	
	Note: The mark in row 3 (or in row 5 if a bonus is awarded for answering in Irish) must equal the mark in the Móriomlán box on the script.	

SECTION 1—RETAILING AND SELLING

Question 1

60 marks

Answer (a), (b) and (c).

(a) You work as a sales assistant in a pharmacy (chemist shop) which is located on the main shopping street of a large town. Your boss has noticed that business is down and customers are spending less when shopping in the pharmacy. The Town Council has plans to introduce charges for parking on the main street. Your boss has asked you to suggest **five** ways to attract customers to the pharmacy and give a reason for each suggestion.

(i) Suggestion: _____

Reason: _____

(ii) Suggestion: _____

Reason: _____

(iii) Suggestion: _____

Reason: _____

(iv) Suggestion: _____

Reason: _____

(v) Suggestion: _____

Reason: _____

(b) In Ireland, many large supermarkets offer loyalty cards to consumers.

(i) Give **two** advantages of loyalty cards for consumers.

(ii) Give **two** advantages of loyalty cards for supermarkets.

(20)

(c) Many consumer purchases are now made over the internet on sites such as Amazon.com or eBay. Explain **two** security measures that you would use to ensure that such internet transactions are safe.

(10)

Rough work

Answer (a), (b) and (c).

(a) Give **two** reasons why a salesperson should always treat a customer with courtesy and respect.

(10)

(b) As a sales assistant, explain how under consumer law you would deal with each of the following situations.

(i) A customer wishes to return a blue dress which she purchased for €90 three days ago. She has now changed her mind and does not like the colour of the dress. She has a receipt and is seeking a refund.

(ii) On 11 June 2012, Martin Kenny saw a Fujitsu laptop (Model No. 55) on display in the Sligo branch of ICT Stores Ltd for €380. He bought the laptop and it was given to him in a box. On opening the box at home, he found that the laptop was not the same one as displayed in the shop or as displayed on the box. He has returned to the shop with the laptop and his debit card receipt.

(30)

(c) (i) Identify **four** factors which a consumer should take into account when purchasing a new washing machine.

(ii) Explain **two** modern developments in retailing.

(20)

Rough work

SECTION 2—OFFICE ASSISTANT

Question 3

60 marks

Answer (a), (b) and (c).

(a) Place the following names in alphabetical order of surnames and also, where necessary, in order of first name.

- | | |
|------------------------------------|--------------------------------------|
| <input type="radio"/> Mary Wills | <input type="radio"/> Pat Walsh |
| <input type="radio"/> Mary Warde | <input type="radio"/> John Ward |
| <input type="radio"/> Louise Walsh | <input type="radio"/> Marion Wall |
| <input type="radio"/> Ann Wills | <input type="radio"/> Patricia Wills |
| <input type="radio"/> Tom Wall | <input type="radio"/> Michael Ward |

- | | |
|-------------|--------------|
| (i) _____ | (vi) _____ |
| (ii) _____ | (vii) _____ |
| (iii) _____ | (viii) _____ |
| (iv) _____ | (ix) _____ |
| (v) _____ | (x) _____ |

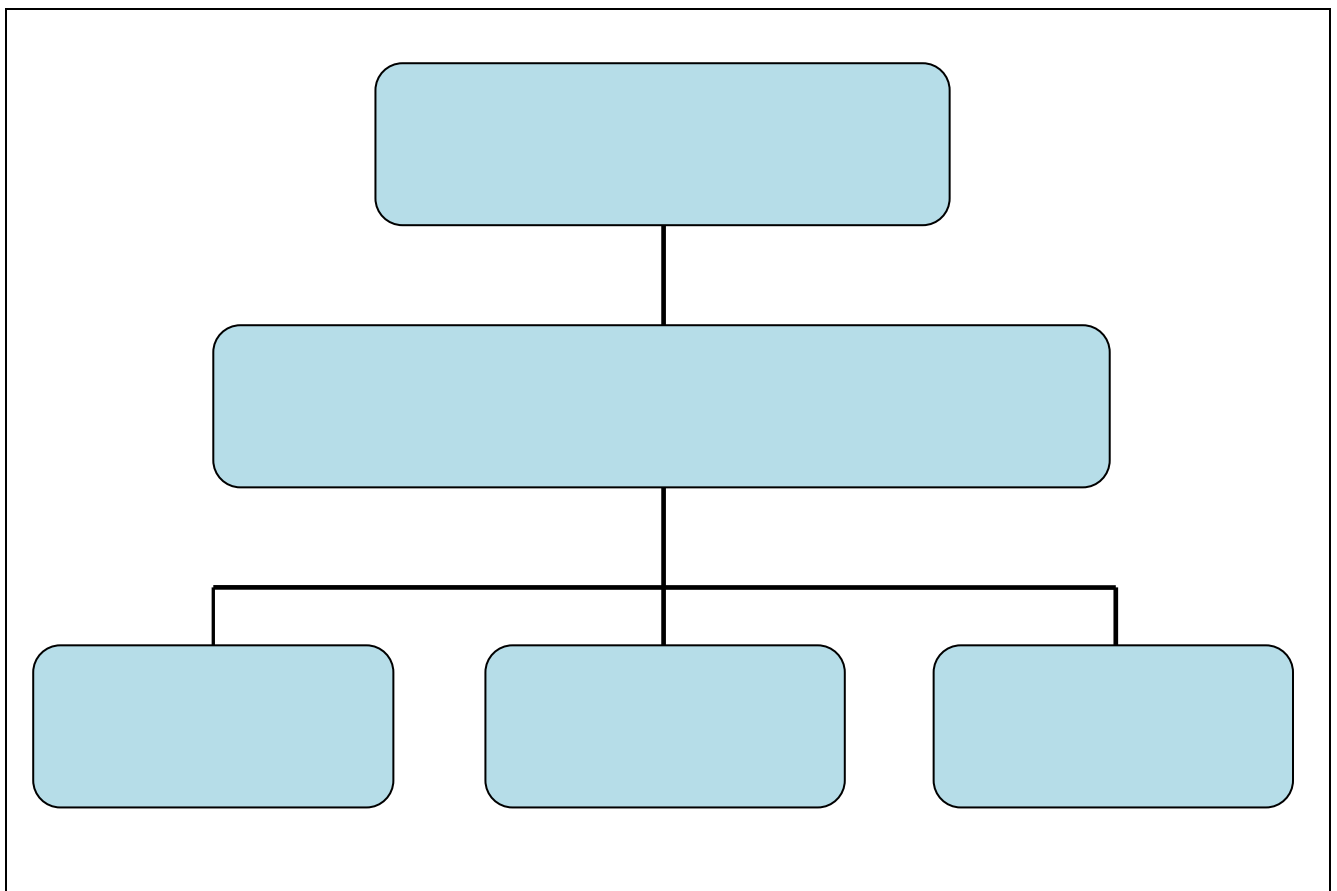
(30)

(b) (i) Your boss has requested you to draft an e-mail to Ms Pat Hurley confirming that her interview for the position of office assistant has been rearranged for 15 June 2012 at 11am in The Old Harbour Hotel. Her e-mail address is: phurley1@gmail.com. Draft the e-mail in the space below.

(ii) Explain **two** advantages of electronic mail (e-mail) as a method of communication.

(16)

(c) (i) Barry Printers Ltd is a private limited company with the following departments: wages, accounts, and purchasing. The shareholders have recently appointed a new managing director to run the company. Complete the organisational chart for Barry Printers Ltd.



(ii) Identify **two** tasks which are carried out in the purchasing department of Barry Printers Ltd.

(14)

Answer (a), (b), (c) and (d).

(a) Give **three** reasons why an efficient filing system is important in an office.

(12)

(b) Suggest a suitable method of filing for each of the following and give a reason for your answer.

(i) 10502, 30287, 10479, 30167

Method of filing: -----

Reason: -----

(ii) Customer complaints, personnel records, quotations

Method of filing: -----

Reason: -----

(iii) Cork, Louth, Donegal, Mayo

Method of filing: -----

Reason: -----

(20)

(c) You work as a receptionist for Murphy Financial Services Ltd. Compose the company message which customers will hear if they ring through when the telephone is unattended or if they ring outside of normal business hours.

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

(14)

(d) (i) Identify **two** different types of office layouts.

<hr/> <hr/> <hr/> <hr/>

(ii) List **four** pieces of information which are usually included on the headed paper of a business.

<hr/> <hr/> <hr/> <hr/>

(14)

SECTION 3—OFFICE PRACTICE

Question 5

60 marks

Answer (a), (b) and (c).

(a) You are Pat Taylor, the treasurer of Top Shots Snooker Club. Record the following transactions in an Analysed Receipts and Payments Book for the month of April 2012. Balance the total columns and total each analysis column at the end of April.

April	€
1 Balance at bank	1250
2 Paid for competition prizes	500
5 Received money from sale of club lotto cards	1840
8 Paid staff wages	1600
14 Received annual membership fees	600
15 Paid winner of club lotto	500
20 Paid for repairs to club premises	240
21 Sale of lotto cards lodged	1580
22 Paid staff wages	1600
29 Paid winner of club lotto	500


Analysed Receipts and Payments Book of Top Shots Snooker Club

Date	Details	Total	Date	Details	Total	Competition prizes	Wages	Club lotto	Other
2012		€			€	€	€	€	€

(40)

(b) On 29 April 2012, Pat Taylor (the treasurer of Top Shots Snooker Club) paid €500 to the winner of the club lotto. The cheque is made payable to Alex Baxter and the cheque is crossed to make it as safe as possible.

Complete the cheque and counterfoil.

Date		Bank of Ireland	90-62-87
To		Killarney, Co Kerry	Date _____
Balance	€ 830	Pay	or order euro euro euro
This cheque	€		€
New balance	€		TOP SHOTS SNOOKER CLUB
			
2780		2780 906287 45690231	

(12)

(c) Explain the term **spreadsheet**. Include the name of a spreadsheet program in your answer.

(8)

Rough work

Question 6

60 marks

Answer (a), (b) and (c).

- (a) (i) Record the following information in the Outgoing Postage Book of Doyle Recycling Ltd for 12 June 2012.

	€
A letter to Mr Tom Niland, Lismore, Co. Waterford	0.55
A letter to Ms Sinead Power, Cratloe, Co. Clare	0.95
A parcel to Mr James Ryan, Clones, Co. Monaghan	8.75
A letter to Ms Michelle Harvey, Kanturk, Co. Cork	0.55
A parcel to Ms Jean Torpey, Ballina, Co. Mayo	12.50
A registered letter to Mr Martin O'Connor, Dundalk, Co. Louth	5.00
A letter to Ms Helen Donovan, Athlone, Co. Westmeath	0.95

Outgoing Postage Book				
Date	Name	Address	Details	Cost €
			Total cost	

- (ii) On 12 June 2012, what was the total cost for the outgoing post? € _____

(40)

(b) (i) Give **two** reasons why good timekeeping is important in the workplace.

(ii) Identify **one** method of monitoring timekeeping in the workplace.

(10)

(c) (i) List **two** pieces of fire-safety equipment in the workplace.

(ii) Explain **two** duties of an employee under the Health and Safety at Work Act.

(10)

SECTION 4—RETAILING AND THE CONSUMER

Question 7

60 marks

Answer (a), (b), (c) and (d).

(a) Tick **one** of the boxes for each sentence to show whether it is true or false.

	True	False
The National Consumer Agency (NCA) was set up under the Consumer Protection Act 2007.	<input type="checkbox"/>	<input type="checkbox"/>
Debit cards cannot be used to pay for goods or services.	<input type="checkbox"/>	<input type="checkbox"/>
Pay As You Earn (PAYE) is an indirect tax.	<input type="checkbox"/>	<input type="checkbox"/>
A consumer must by law accept the offer of a credit note for faulty goods.	<input type="checkbox"/>	<input type="checkbox"/>
An employee must have a Personal Public Service Number (PPSN).	<input type="checkbox"/>	<input type="checkbox"/>

(20)

(b) (i) What do the letters APR stand for?

(ii) Give **one** reason why APR is important for consumers.

(12)

(c) (i) Give **two** advantages of a trade union for employees.

(ii) Give **one** example of a well-known trade union in Ireland.

(12)

(d) Calculate the profit and percentage (%) mark-up on the following goods.

Cost price €	Selling price €	Profit €	Percentage (%) Mark-Up
300	375		
60	90		
120	192		
150	195		

(16)

Rough work

Question 8**60 marks**

Answer (a), (b) and (c).(a) (i) What do the letters VAT stand for?

-----(ii) What organisation collects VAT from businesses on behalf of the government?

(14)

(b) Calculate the total cost excluding VAT, VAT@ 23% and the total cost for each of the following items.

Quantity	Description	Cost per unit	Total cost excluding VAT	VAT @ 23%	Total cost
		€	€	€	€
6	Coffee tables	150			
4	Suites of furniture	1,250			
5	Televisions	400			
8	Electric kettles	30			

(36)

(c) Explain the following terms.

Wholesaler: -----

-----Retailer: -----

(10)

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