LEAVING CERTIFICATE APPLIED 2012

MARKING SCHEME

OFFICE ADMINISTRATION & CUSTOMER CARE (WRITTEN)

COMMON LEVEL

Riarachán Oifige agus Cúram Custaiméirí (Scríofa)

Office Administration and Customer Care (Written)

240 marcanna 240 marks

Achoimre na marcanna Summary of marks

C1 Q1 (60) (a) 30 (6 × 5), (b) 20 (5 × 4), (c) 10 (5 × 2)

C2 Q2 (60) (a) 10 (5 × 2), (b) 30 (15 × 2), (c) 20 (3 × 4; 4 × 2)

C3 Q3 (60) (a) 30 (3 × 10), (b) 16 (2 × 6; 2 × 2), (c) 14 (5 × 2; 2 × 2)

C4 Q4 (60) (a) 12 (4 × 3), (b) 20 (7 × 2; 6 × 1), (c) 14 (2 × 1; 3 × 4), (d) 14 (3 × 2; 4 × 2)

C5 Q5 (60) (a) 40 (4; 16 × 1; 10 × 1; 6 × 1; 2 × 2), (b) 12 (5 + 4 + 3), (c) 8 (5 + 3)

C6 Q6 (60) (a) 40 (5 × 7; 5), (b) 10 (3 × 2; 4 × 1), (c) 10 (2 × 2; 3 × 2)

C7 Q7 (60) (a) 20 (4 × 5), (b) 12 (6 × 2), (c) 12 (4 × 2; 4 × 1) (c) 12 (4 × 2; 4 × 1), (d) 16 (1 × 4; 3 × 4)

C8 Q8 (60) (a) 14 (3 × 3; 5), (b) 36 (3 × 12), (c) 10 (2 × 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 |

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.

Question 1　　　　　　　　　　　　　　　　　　60 marks

		Marks
(a)	3 marks for each of five suggestions (3×5)	15
	3 marks for each of five reasons (3×5)	15
(b)	5 marks for each of four points (5×4)	20
(c)	5 marks for each of two points (5×2)	<u>10</u>
		<u>60</u>

Solutions (as given or similar)

Any **five** of the following (as given or similar)

(a)　(i)　Suggestion: price reductions.

　　　　Reason: it will attract customers to your shop.

　　(ii)　Suggestion: special offers.

　　　　Reason: customers availing of special offers may purchase other items.

　　(iii)　Suggestion: advertise on local newspaper/local radio

　　　　Reason: to make people aware of your shop and the good value you offer customers.

　　(iv)　Suggestion: broaden the range of products on sale (health foods, supplements, organic).

　　　　Reason: will differentiate you from other pharmacies and appeal to a new type of consumer.

　　(v)　Suggestion: in conjunction with other retailers, offer giveaways and competitions for customers on Friday and Saturday.

　　　　Reason: it should bring more business to the street and the pharmacy should also benefit.

$$(6 \times 5 \ [3 \times 5; 3 \times 5]) \qquad 30$$

(b) (i) Consumers

Customers can get coupons to be used against other purchases.

Can avail of special deals using points – Irish Ferries

(ii) Supermarkets

Creates customer loyalty

Gives information to supermarket on spending patterns (5 × 4)   20

(c) Check that the website is secure, e.g. padlock symbol

Protect your password – don't use an obvious one

Use a reliable website

Use a prepaid credit card (5 × 2)   10

                                                                          60

Question 2   **60 marks**

	Marks
(a) 5 marks for each of two reasons (5 × 2)	10
(b) 15 marks for each of two situations (15 × 2)	30
(c) (i) 2 marks for each of four factors (3 × 4)	12
(ii) 4 marks for each development (4 × 2)	<u>8</u>
	<u>60</u>

Solutions (as given or similar)

(a)   Repeat purchasing

Take pride in doing your job well (5 × 2)   10

(b)   The dress is of merchantable quality and under the Sale of Goods and Supply of
Services Act 1980. There is no obligation on the shop to offer a replacement,
repair or refund. As a gesture of goodwill, ask the customer to pick a
replacement dress.

Under the Sale of Goods and Supply of Services Act 1980, goods should be as
described. Martin, on those grounds, would be entitled to a refund. Offer
Martin the correct laptop and apologise for the inconvenience caused. Offer a
small gift as a gesture of good will (15 × 2).   30

(c)   (i)   Visit a number of shops and compare prices.

Examine the washing machine carefully and ask questions.

Make sure that the washing machine suits your requirements.

Buy from a reputable outlet which will provide you with a good after-
sales service including parts if the machine breaks down. (4 ×3)   12

(ii)   Increase in the popularity of franchising

Increase in popularity of discount stores, e.g. €2 shops

Increase in the number of retailers closing down

Increase in the popularity of online shopping

Bar codes (2 × 4)   <u>8</u>

                                                                          <u>60</u>

SECTION 2—OFFICE ASSISTANT

Question 3   60 marks

		Marks
(a)	3 marks for each of ten names (3×10)	30
(b)	(i) 2 marks for six pieces of information (2×6)	12
	(ii) 2 marks for each advantage (2×2)	4
(c)	(i) 2 marks for each correct entry (5×2)	10
	(ii) 2 marks for each task (2×2)	4
		60

Solutions (as given or similar)

(a)   (i)   Marion Wall   (vi)   Michael Ward

        (ii)   Tom Wall   (vii)   Mary Warde

        (iii)   Louise Walsh   (viii)   Ann Wills

        (iv)   Pat Walsh   (ix)   Mary Wills

        (v)   John Ward   (x)   Patricia Wills

                                                              30

(b)   (i)

To: phurley1@gmail.com

Subject: Interview for position of office clerk

Ms Hurley

I wish to confirm that your interview for the position of office clerk has been rearranged for 15 June at 11am in The Old Harbour Hotel.
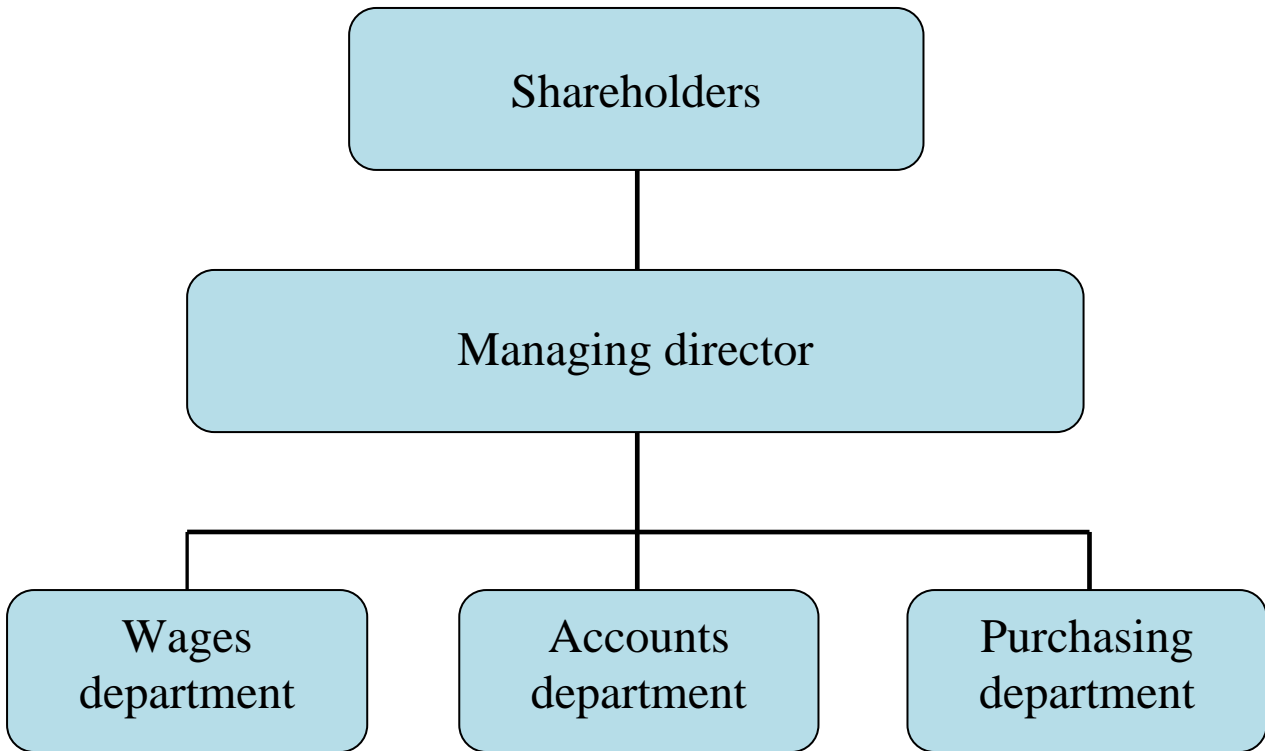

Candidate's name

                                              (2×6) 12

(ii)   Message can be sent quickly to the intended recipient

Record of message is saved

Message can be sent outside of normal business hours

(2×2) 4

(c)   (i)   2 marks for each correct entry (2×5) 10

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              ┌─────────────────────┐
              │    Shareholders     │
              └─────────────────────┘
                        │
          ┌─────────────────────────────────┐
          │        Managing director        │
          └─────────────────────────────────┘
                        │
        ┌───────────────┼───────────────┐
  ┌───────────┐   ┌───────────┐   ┌───────────┐
  │  Wages    │   │ Accounts  │   │ Purchasing│
  │ department│   │ department│   │ department│
  └───────────┘   └───────────┘   └───────────┘
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(ii)   Seeking quotations from suppliers
Ordering goods from suppliers

(2×2) $\dfrac{4}{60}$

Question 4   **60 marks**

		Marks
(a)	4 marks for each of three points (4×3)	12
(b)	4 marks for correct method (4×3)	12
	3 marks for appropriate reason (3×2)	6
	2 marks for appropriate reason (2×1)	2
(c)	2 marks for company name (2×1)	2
	3 marks each for 4 other relevant pieces of information (3×4)	12
(d)	(i) 3 marks for each correct layout (3×2)	6
	(ii) 2 marks for each piece of information (2×4)	<u>8</u>
		<u>60</u>

Solutions (as given or similar)

(a)   (i)   To ensure that documents can be easily retrieved.

          (ii)   So that important documents do not get lost.

          (iii)   To have a record of all transactions.

          (iv)   Need to keep receipts as proof of payment (3×4) 12

(b)   (i)   Method: Numerical

                Reason: It is easy to find a numbered file if stored in this way using six

                digits.

          (ii)   Method: Subject

                Reason: Similar items should be stored together.

          (iii)   Method: Geographical

                Reason: It is easy to find a individual file if stored under a particular

                county.

                                          [7 (4 + 3); 7 (4 + 3); 6 (4 +2]   20

(c)

> Hello, this is Murphy Financial Services Ltd. Sorry, the phone is unattended at the moment. After the beep, please leave your name, phone number and message and we will get back to you as soon as possible. Thank you for calling.

$[2 + (3 \times 4]$ 14

(d) (i) Open plan

Landscaped

Corridor/closed door (2×3) 6

(ii) Name and address of business

Telephone and fax numbers

E-mail and website addresses

Business logo (2×4) <u>8</u>

<u>60</u>

SECTION 3—OFFICE PRACTICE

Question 5   60 marks

		Marks
(a)	Dates 4 (1 × 4); figures 16 (1 × 16); details 10(1 × 10); totals 6 (1 × 6); balances 4 (2 × 2)	40
(b)	Cheque (1 × 5); counterfoil (1 x 4); crossing (1 × 3)	12
(c)	5 marks for explanation and 3 marks for example (5 × 3)	8
		60

Solutions (as given or similar)

(a)   See completed Receipts and Payments Account below   40

Analysed Receipts and Payments Book of Top Shots Snooker Club

Date	Details	Total	Date	Details	Total	Competition prizes	Wages	Club lotto	Other
2012		€			€	€	€	€	€
Apr 1	Balance	1250	Apr 2	Comp. prizes	500	500			
Apr 5	Lotto sales	1840	Apr 8	Staff wages	1600		1600		
Apr 14	Membership fees	600	Apr 15	Lotto winner	500			500	
Apr 21	Lotto sales	1580	Apr 20	Repairs	240				240
			Apr 22	Staff wages	1600		1600		
			Apr 29	Lotto winner	500			500	
			Apr 30	Balance c/d	330				
		5270			**5270**	500	3200	1000	240
May 1	Balance b/d	330							

(b)   See completed cheque and counterfoil below   12

Date	29 April 2012	**Bank of Ireland** KILLARNEY, Co. KERRY	90-62-87
To	Alex Baxter		Date 29 April 2012
Balance	**€830**	Pay Alex Baxter or order	**euro euro euro**
This cheque	**€500**	Five hundred euro only	**€500.00**
New balance	**€330**		TOP SHOTS SNOOKER CLUB
			Candidate's name
2780		**2780 906287 45690231**	

(c)   A computer program for preparing accounts

Example: Excel   8

                                                                                       60

Question 6   **60 marks**

		Marks
(a)	(i) 5 marks for each individual entry (5 × 7)	35
	(ii) 5 marks for correct total	5
(b)	(i) 3 marks for each reason (3 × 2)	6
	(ii) 4 marks for appropriate method (4 × 1)	4
(c)	(i) 2 pieces of equipment (2 × 2)	4
	(ii) 3 marks for each duty (3 × 2)	<u>6</u>
		<u>60</u>

Solutions (as given or similar)

(a)		See completed Outgoing Postage Book	40
(b)	(i)	To ensure that consumers receive a good service.	
		To ensure high level of productivity in a business	
	(ii)	Clock in, clock out	
		Sign in, sign out book	10
(c)	(i)	Fire extinguisher	
		Fire hose	
	(ii)	To take reasonable care of their own health, safety and welfare	
		Use protective clothing and equipment provided	
		Report any defects/ hazards which might endanger health and safety	<u>10</u>
			<u>60</u>

SECTION 4—RETAILING AND THE CONSUMER

Question 7   60 marks

			Marks
(a)		4 marks for each of five items (4×5)	20
(b)	(i)	2 marks for each correct word (2×3)	6
	(ii)	6 marks for valid reason (1×6)	12
(c)	(i)	4 marks for each advantage (4×2)	8
	(ii)	4 marks for example (4×1)	4
(d)		1 mark for each of 4 profit items (1×4)	4
		3 marks for each of 4% mark ups (3×4)	<u>16</u>
			<u>60</u>

Solutions (as given or similar)

(a)		True, False, False, False, True (4×5)	20
(b)	(i)	APR Annual Percentage Rate (2×3)	6
	(ii)	APR informs consumers of the true cost of borrowing	
		It is calculated by expressing all interest plus other charges	
		as a % of the reducing balance of a loan (1 x 6)	6
(c)	(i)	Protect employees	
		Represent employees in talks with employers	
		Ensure workers are treated fairly (4×2)	8
	(ii)	SIPTU	
		Mandate (4×1)	4

(d)

Cost price	Selling price	Profit	Percentage
€	€		% mark up
€	€	€	€
300	375	75	25%
60	90	30	50%
120	192	72	60%
150	195	45	30%

Profit (1 × 4)   4

Mark-up: (3 × 4)   <u>12</u>

                                                                            <u>60</u>

Question 8   60 marks

		Marks
(a)	(i) 3 marks for each correct word (3 × 3)	9
	(ii) 5 marks for organisation (3 + 2)	5
(b)	3 marks each for correct total costs excluding VAT figures (3 ×4)	12
	3 marks each for correct VAT figures (3 × 4)	12
	3 marks each for correct total cost figures (3 × 4)	12
(c)	10 marks for wholesaler and retailer, including difference (2 × 5)	<u>10</u>
		<u>60</u>

Solutions (as given or similar)

(a)   (i)   Value Added Tax (3 × 3)   9

         (ii)   The Revenue Commissioners/Revenue (3 + 2)   5

(b)

Quantity	Description	Cost per unit	Total cost excluding VAT	VAT @ 23%	Total cost
		€	€	€	€
6	Coffee tables	150	**900**	**207**	**1,107**
4	Suites of furniture	1250	**5000**	**1150**	**6,150**
5	Televisions	400	**2000**	**460**	**2,460**
8	Electric kettles	30	**240**	**55.20**	**295.20**

36

(c)   Wholesaler: Buys in bulk from manufacturer

Retailer: Sells in small quantities/convenient amounts to consumers

Difference: A wholesaler generally doesn't deal directly with a consumer.

A cash and carry wholesaler doesn't give credit.

A retailer may give credit to consumers   <u>10</u>

<u>60</u>