



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Applied 2013

Marking Scheme

Office Administration and Customer Care

Common Level

Note to teachers and students on the use of published marking schemes

Marking schemes published by the State Examinations Commission are not intended to be standalone documents. They are an essential resource for examiners who receive training in the correct interpretation and application of the scheme. This training involves, among other things, marking samples of student work and discussing the marks awarded, so as to clarify the correct application of the scheme. The work of examiners is subsequently monitored by Advising Examiners to ensure consistent and accurate application of the marking scheme. This process is overseen by the Chief Examiner, usually assisted by a Chief Advising Examiner. The Chief Examiner is the final authority regarding whether or not the marking scheme has been correctly applied to any piece of candidate work.

Marking schemes are working documents. While a draft marking scheme is prepared in advance of the examination, the scheme is not finalised until examiners have applied it to candidates' work and the feedback from all examiners has been collated and considered in light of the full range of responses of candidates, the overall level of difficulty of the examination and the need to maintain consistency in standards from year to year. This published document contains the finalised scheme, as it was applied to all candidates' work.

In the case of marking schemes that include model solutions or answers, it should be noted that these are not intended to be exhaustive. Variations and alternatives may also be acceptable. Examiners must consider all answers on their merits, and will have consulted with their Advising Examiners when in doubt.

Future Marking Schemes

Assumptions about future marking schemes on the basis of past schemes should be avoided. While the underlying assessment principles remain the same, the details of the marking of a particular type of question may change in the context of the contribution of that question to the overall examination in a given year. The Chief Examiner in any given year has the responsibility to determine how best to ensure the fair and accurate assessment of candidates' work and to ensure consistency in the standard of the assessment from year to year. Accordingly, aspects of the structure, detail and application of the marking scheme for a particular examination are subject to change from one year to the next without notice.

Office Administration and Customer Care (Written)

240 marks

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

SECTION 1—RETAILING AND SELLING

Question 1

60 Marks

		<u>Marks</u>
(a)	4 marks for each correct element in the Chain of Distribution	(3 x 4) 12
(b)	(i) 5 marks for each correct matching letter	(4 x 5)
	(ii) 13 marks for completing Registration Form correctly	(13) 33
(c)	(i) 4 marks for correct explanation of term ‘mail order’ 2 marks for appropriate example	
	(ii) 3 marks for each correct function of a salesperson	(3 x 3) <u>15</u>
		60

Solutions (as given)

(a)	Manufacturer, Wholesaler, Consumer	(3 x 4) 12
<u>Note:</u> Must be in correct order for full marks		
(b)	(i) B, C, D, A	(4 x 5)
	(ii) Registration Form	(13) 33

Heading	Detail	Marks
Title	Miss	½ mark
Gender	Female	½ mark
First Name	Ciara	1 mark
Surname	Leonard	1 mark
Address	27 Corrib View Clifden	1½ marks ½ mark
County	Galway	½ mark
Date of Birth	20/02/89	½ mark
Email Address	cleonardshopping@gmail.com	1½ marks
Mobile	085-1200919	1½ marks
Contact Preference	Email: Y (Tick)	½ mark
Fob No:	2847326	½ mark
Terms and conditions	Tick	½ mark
Signature	Ciara Leonard	2 marks
Date	11 June 2013	½ mark

- (c) (i) **Mail order**
Non-shop form of retailing – goods sold through a brochure/catalogue and delivered through the postal system to the customer’s address.
Example: Littlewoods, Freemans (4 + 2)
- (ii) **Functions of a salesperson**
To sell goods/services for a business.
To inform customers about goods/services, prices, delivery charges, etc.
To know about goods/services (e.g. features and functions).
To offer a helpful and professional service to customers.
To collect money on behalf of a business.
To deal with complaints about goods/services. (3 x 3)

15
60

Question 2**60 Marks**

			<u>Marks</u>
(a)	4 marks for each of two reasons	(2 x 4)	8
(b)	(i) 9 marks for debit card situation	(3 x 3)	
	(ii) 9 marks for waiter situation	(3 x 3)	
	(iii) 9 marks for reservation situation	(3 x 3)	27
(c)	(i) 4 marks for each of two characteristics	(2 x 4)	
	4 marks for each of two characteristics	(2 x 4)	
	(ii) 3 marks for each of three changes	(3 x 3)	<u>25</u>
			<u>60</u>

Solutions (as given or similar)

- (a) **Greeting a customer in an appropriate manner**
To create a good impression of the business for the customer
To make the customer feel welcome and at ease on the premises
To encourage the customer to buy from the business. (2 x 4) 8
- (b) (i) **Debit card situation**
Explain politely that the card cannot be accepted, as it is out of date. (2 + 3)
Explain the card cannot be processed by the point of sale terminal due to the expiry date. 2
Offer to accept an alternative form of payment, e.g. cash, cheque and credit/charge card. 2
- (ii) **Waiter situation**
Apologise for the poor quality of service provided by the waiter. Accept that the waiter should be skilled in providing a service to guests and that the service should be carried out with care and diligence. Offer the regular something as a gesture of good will.
Disciplinary consequences for the waiter (3 x 3)
- (iii) **Reservation situation**
Explain politely that the booking in the reservations book is for 8.30 pm. (2 + 3)
Explain that the booking for 8.30 pm is guaranteed and that there is a possibility that they could be accommodated before 8.30 pm if a table becomes available.
Invite the couple to take a seat in the reception area and enquire if the couple would like to avail of some light refreshments before dinner. (3 x 3) 27

- (c) (i) **Multiple stores (two characteristics)**
 Many branches located throughout the country.
 Each branch has its own manager.
 Specialise in a particular good/range of goods, e.g. shoes.
 Products normally bought in bulk by head office to avail of discounts.
 Products can be exchanged at any branch
 Offer cheaper prices than independent retailers.
 No credit offered. (2 x 4)

- Department stores (two characteristics)**
 Shop is divided into separate sections – each section specialises in a particular product/commodity.
 Separate buyer for each department.
 Tend to sell high quality goods, often at premium prices.
 Offer credit facilities, e.g. store cards.
 Tend to offer good customer service, e.g. after-sales service and delivery service (2 x 4)

Note: No repetition allowed for full marks

- (ii) **Changes in lifestyle and retailing**
 Demand for 'green products', e.g. environmentally friendly products.
 Increased popularity and demand for convenience foods, e.g. ready-made meals.
 Increased demand for healthy food products for health conscious consumers, e.g. low fat/fat free products.
 Increased interest in online purchasing, e.g. groceries.
 Longer opening hours for retailers
 Sunday and Bank Holiday opening for retailers
 Four court retailing
 Budget shopping e.g. Aldi, Lidl

(3 x 3) $\frac{25}{60}$

SECTION 2—OFFICE ASSISTANT


Question 3**60 Marks**

			<u>Marks</u>
(a)	3 marks for each of ten names	(10 x 3)	30
(b)	(i) 5 marks for drafting the business card	(5)	
	(ii) 11 marks for two explanations	(6 + 5)	16
(c)	(i) 2 marks for each correct figure	(2 x 2)	
	(ii) 4 marks for correct words	(4 x 1)	
	(iii) 3 marks for each of two examples	(2 x 3)	<u>14</u>
			60

Solutions (as given)

(a)	(i) Audrey Nash	(vi) Anne Newell		
	(ii) Pat Nash	(vii) Joe Newell		
	(iii) Tom Nash	(viii) Patricia Newell		
	(iv) Mary Neville	(ix) John Nolan		
	(v) Tom Neville	(x) Kevin Nolan		
			(10 x 3)	30

(b) (i) **Business Card**

	<p>Western Office Supplies Ltd 32 High Street Westport Co. Mayo</p> <p>MR KEVIN HOLMES Sales Representative</p> <p>Tel: 093-56789 (Office) Mob: 085-7230579 Email: kholmes@wos.ie</p>
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Detail	Mark per detail	Summary
Western Office Supplies Ltd	1 mark	
32 High Street	½ mark	
Westport	½ mark	
Co. Mayo	½ mark	2½ marks
Mr Kevin Holmes	½ mark	
Sales Representative	½ mark	1 mark
Tel: 093-56789 (Office)	½ mark	
Mob: 089-7230579	½ mark	
Email: kholmes@wos.ie	½ mark	1½ marks

(ii) **Benefit-in-kind**

A non-cash form of reward for an employee, e.g. company car.
Benefit-in-kind or perk may be subject to tax.

Commission

Percentage of the selling price of an item received by a salesperson, e.g. 5% for each item sold.

(6 + 5) 16

	(i)	Total deductions 102.50			
		Net Pay 282.50		(2 x 2)	
	(ii)	Pay As You Earn		(4 x 1)	
	(iii)	Non-statutory deductions (two)			
		Union fees, Health insurance, Pension, Savings		(2 x 3)	<u>14</u> 60

Question 4**60 Marks**

			<u>Marks</u>
(a)	(i)	3 marks for each correct letter	(4 x 3)
	(ii)	3 marks for piece of office equipment 3 marks for main function	(2 x 3) 18
(b)	(i)	2 marks for correct office layout	(2)
	(ii)	2 marks for each of two disadvantages	(2 x 2)
	(iii)	2 marks for each of three essential elements	(3 x 2) 12
(c)	(i)	25 marks for layout and contents of letter (12 + 13)/(3 + 5 + 3 + 1 + 2 + 2 + [4 x 1] + 2 + 1 + 1 + 1)	
	(ii)	5 marks for suitable method of filing and reason	(2 + 3) <u>30</u>
			<u>60</u>

Solutions (as given or similar)

(a)	(i)	C, A, D, B	(4 x 3)
	(ii)	Guillotine Function: To cut paper to a particular size	(2 x 3) 18
(b)	(i)	Landscaped or Corridor/Closed Door	(2)
	(ii)	Two disadvantages of open plan layout Lack of privacy Can be noisy May be a lot of distractions	(2 x 2)
	(iii)	Three essential elements of filing system System is easy to use and understand System is suited to the needs of the business Files are accurate and up-to-date Does not take up too much space Confidential information is kept safe and secure Easy to trace files when removed Easy to find files when required Easy to expand the system, if required Outdated files are removed regularly.	(3 x 2) 12
(c)	(i)	See suggested letter of application below	(25)

13 Blackwater Drive
Gorey
Co. Wexford

Mr Arthur Neville
Human Resources Manager
Pegasus Transport Ltd
Oakhill Business Park
Wexford

11 June 2013

Re: Vacancy for Office Administrator

Dear Mr Neville,

Further to your advertisement in The Wexford People newspaper on 7 June 2013, I wish to apply for the position of Office Administrator with Pegasus Transport Ltd.

I have experience of working in an office environment and enjoy working as part of a team. I would welcome the opportunity to demonstrate my excellent communication and customer service skills, if called for interview for the vacant position. I have an excellent telephone manner when dealing with business clients. I have excellent computer skills and have recognised qualifications for Office 2010 and Sage.

I enclose a copy of my Curriculum Vitae for your consideration.

Yours sincerely

Mary Lavelle
MARY LAVELLE

Encl. (1)

Structure/Layout	Details	Marks	Summary
Address of sender	13 Blackwater Drive Gorey, Co. Wexford	3 marks	
Inside address	Mr Arthur Neville Human Resources Manager Pegasus Transport Ltd Oakhill Business Park Wexford	5 marks	
Date	11 June 2013	3 marks	
Re	Vacancy for Office Administrator	1 mark	12 marks
Salutation	Dear Mr Neville	2 marks	
Introduction	Wish to apply for position of Office Administrator	2 marks	
Body of Letter	Telephone manner Communication and customer service skills Computer skills Work in a team	4 marks (4 x 1)	
	CV enclosed	1 mark	
Close	Yours sincerely	1 mark	
Signature	Mary Lavelle	1 mark	
Encl.	1	1 mark	13 marks
Overall layout/presentation		1 mark	

- (ii) Method of filing: Alphabetical
Reason: Applicants will be called for interview based on surname
Method of filing: Subject
Reason: Applications relate to the position of Office Administrator

(2 + 3)

30
60

SECTION 3—OFFICE PRACTICE

Question 5

60 Marks

	<u>Marks</u>
(a) Debit side 3 (3 x 1); Credit side 28 (7 x 4) Totals 6 (6 x 1); Balances 2 (1 + 1), Bank 1	40
(b) (i) Date (3); Details (3); Amount (2); Signature (2) (ii) 4 marks for correct paper size	14
(c) (i) 2 marks for correct amount (ii) 4 marks for explanation	(2 + 4) <u>6</u>
	<u>60</u>

Solutions (as given or similar)

(a) See completed Petty Cash Book below

40

Petty Cash Book of Adams Ltd

Date	Details	Total	Date	Details	Total	Stationery	Refreshment	Cleaning	Other
2013		€			€	€	€	€	€
1 Apr	Bank	100.00	3 Apr	Tea and coffee	10.50		10.50		
			5 Apr	Ream of multifunction paper	5.50	5.50			
			8 Apr	Donation to charity	10.00				10.00
			10 Apr	Envelopes	3.20	3.20			
			17 Apr	Window cleaner	20.00			20.00	
			26 Apr	Milk	23.20		23.20		
			28 Apr	Cleaning materials	8.20			8.20	
			30 Apr	Balance c/d	19.40				
		100.00			100.00	8.70	33.70	28.20	10.00
30 Apr	Balance b/d	19.40							
30 Apr	Bank	80.60							

(b) (i) See completed Petty Cash Voucher below ([2 x 3] + [2 x 2])

Adams Ltd		PETTY CASH VOUCHER No. 65	
		Date	5 April 2013
Details		Amount	
Ream of multifunction paper (210 x 297mm)		€	c
		5	50
Signature:	<i>Alex Adams</i>		

- (ii) A4 (4) (210 x 297mm – 2 marks) 14
- (c) (i) 80.60 for full marks (2) (own consistent figure – 1 mark)
- (ii) Fixed amount of money (float) a Petty Cashier has at the start of a given period of time to cover small expenses in a business.
Imprest system is normally used to record Petty Cash. (4)

$\frac{6}{60}$

Question 5**60 Marks**Marks

- (a) (i) Date (1), Name column (5 x 1), Time column (5 x 1),
Organisation column (4 x 1), Purpose of visit column (5 x 2 [1+1]),
Action column (5 x 2 [1+1])
- (ii) 5 marks for three factors (2 + 2 + 1) 40
- (b) 10 marks for four correct steps ([3 x 2] + [2 x 2]) 10
- (c) (i) 2 marks for each statement (1 + 1)
- (ii) 4 marks for definition of hazard and
4 marks for two examples (2 x 2)
- 10
60

Solutions (as given or similar)

- (a) (i) See completed Record of Visitors form below 40
(1 + [5 x 1] + [4 x 1] + [5 x 2 (1 + 1)] + [5 x 2 (1 + 1)])

RECORD OF VISITORS					
Date: 11 June 2013					
Name	Time	Organisation	Purpose of visit	Response	Receptionist
Paul Cullen	9:15am	Cullen Logistics Ltd	Delivery of parcel	Signed for	
Gavin Moore	9:40am	Ace Safety Ltd	Checking of fire safety equipment	ID badge issued to check equipment in building	
Ann Dillon	10:30am	Doyle Insurance Ltd	Arranging meeting with boss	Meeting arranged for 11am on 13 June 2013	
Sean Duffy	2:15pm	An Post	Delivery of Registered Letter	Signed for	
Michael O'Donnell	3:30pm		Leave a cheque	Receipt issued for cheque	

(ii) **Good personal hygiene and grooming for a receptionist – two factors**

Hair should be well groomed

Hair style must be appropriate for working environment

Hands should be clean

Piercings and tattoos must be appropriate for working environment

Clothes (uniform) should be clean, neat and pressed

Shoes should be clean and polished

Oral hygiene - fresh breath when dealing personally with customers.

Note: No repetition for full marks.

(b) Four correct steps

Insert the fax sheet into the machine correctly

Dial the correct number (01-3311702)

Press the Start button

Confirm the message has been sent

Note: Steps must be in correct order for full marks. ([3 x 2] + [2 x 2])

10

(c) (i) True, True (1 + 1)

(ii) Hazard: anything in a workplace which might cause harm (4)

Two examples: Slippery floor, Hot surfaces,
Electricity, Lifting (2 x 2)

10
60

SECTION 4—RETAILING AND THE CONSUMER

Question 7

60 Marks

			<u>Marks</u>
(a)	3 marks for each of five items (5 x 3)		15
(b)	2 marks each for correct Total Costs excluding VAT figures	(4 x 2)	24
	2 marks each for correct VAT figures	(4 x 2)	
	2 marks each for correct Total Cost figures	(4 x 2)	
(c)	(i) 2 marks for each of two companies	(2 x 2)	12
	(ii) 8 marks for correct procedure	(4 x 2)	
(d)	3 marks for each of three legal rights	(3 x 3)	<u>9</u> 60

Solutions (as given or similar)

(a)	False True False False True (5 x 3)	15
(b)	Table – Total cost $([4 \times 2] + [4 \times 2] + [4 \times 2])$	24

Quantity	Description	Cost per unit	Total cost excluding VAT	VAT @ 23%	Total cost
		€	€	€	€
2	Vacuum cleaners	200	400	92	492
8	Toasters	25	200	46	246
12	Electric kettles	40	480	110.40	590.40
9	Saorview televisions	499	4491	1032.93	5523.93

- (c) (i) **Two well-known credit card companies**
 Visa and Mastercard (2 x 2)
- (ii) **Procedure for credit card transactions**
- The customer presents the credit card for payment. The customer inserts the card into a terminal for processing at the checkout/ the sales assistant swipes the card through a terminal at the checkout.
 - The customer is requested to enter his/her PIN (Personal Identification Number) on a keypad.
 - The sales assistant charges the amount of the transaction to the credit card.
 - The sales assistant prompts the customer to remove his/her credit card.
 - A receipt for the transaction is printed from the point of sale terminal.
 - A copy of the receipt for the transaction is given to the customer.
- Note: Correct sequence required for full marks
- (4 x 2) 12
- (d) **Three legal rights of an employee**
- To receive a fair wage, e.g. €8.65 per hour.
 To work in a safe and healthy workplace.
 To receive a written contract of employment.
 To join a trade union.
 To receive the statutory number of days holidays.
 To be treated fairly and equally.
 Regular breaks.
 Sick leave entitlements.
- (3 x 3) $\frac{9}{60}$

Question 7**60 Marks**

Marks

- (a) 3 marks for each correct term
2 marks for each example $([3 + 2] + [3 + 2])$ 10
- (b) 3 marks each for correct Profit figures
3 marks each for correct % mark-up figures (8×3) 24
- (c) 6 marks for each of three correct terms $(3 \times 6[3 + 3])$ 18
- (d) (i) 2 marks for correct letters (2)
(ii) 3 marks for each of two functions (2×3) 8
60

Solutions (as given or similar)

- (a) Goods: Physical items or products that be touched and seen
Example: Television. $(3 + 2)$
Services: Facility offered in return for payment
Example: Hairdressing. $(3 + 2)$ 10
- (b) Table – Profit and percentage (%) mark-up (8×3) 24

Cost price €	Selling price €	Profit €	Percentage (%) Mark-Up
300	375	75	25
60	90	30	50
120	192	72	60
150	195	45	30

- (c) **Three terms**
Receipt: Written proof of payment
Issued by the seller to the customer when goods are paid for by cash, cheque, debit card or credit card. $(3 + 3)$
Merchandising: A means of promoting products to increase sales
Merchandisers ensure products are prominently displayed and are in a prime location to attract attention
Encourage impulse buying by consumers. $(3 + 3)$
Shop Steward: Trade union representative in a workplace
Elected by union members to represent their interests in a workplace
Functions include: offer advice on trade union matters, pass on union literature to members and collect union fees. $(3 + 3)$ 18

- (d) (i) National Consumer Agency (2)
- (ii) **Two functions of NCA**
To promote and protect the interests and welfare of consumers
To provide information and advice to consumers and businesses
To enforce consumer laws
To encourage retailers to comply with consumer laws
To publish a list of businesses breaching consumer laws
To advise the government on protecting the interests of consumers.

(2 x 3)

8
60