



Coimisiún na Scrúduithe Stáit State Examinations Commission


LEAVING CERTIFICATE APPLIED, 2014

Vocational Specialism — Office Administration and Customer Care

WRITTEN EXAMINATION (240 marks)

Tuesday, 10 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 Total Marks box on the script.	
	Total Marks	

SECTION 1—RETAILING AND SELLING

Question 1

60 marks

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

- (a) (i) Franchising is one of the modern developments in retailing. A seminar on franchising will take place on Saturday, 28 June 2014 at the Hodson Bay Hotel, Athlone, Co. Westmeath from 9.30am to 4pm. The seminar fee is €80 and pre-booking is essential. For booking, contact Franchising Options Ltd on 083-3145974. Draft a newspaper advertisement for the Seminar in the space below:

- (ii) Explain the term 'franchising':

- (iii) List **one** disadvantage of franchising:

- (iv) Give **two** examples of well-known fast food franchise businesses in Ireland:

- ---
- ---

(28)

(b) (i) The wholesaler is an important link in the Chain of Distribution.

List **two** services provided by the wholesaler to the manufacturer:

- _____

- _____

(ii) Explain the term 'barcode':



(iii) Identify **two** characteristics of a cash and carry wholesaler:

- _____

- _____

(18)

(c) (i) The modern consumer often uses non-shop retailing to purchase goods. Give **three** examples of non-shop retailing:

- _____
- _____
- _____

(ii) Distinguish between the following selling situations: self-service and personal service.

Self-service: _____

Personal service: _____

(14)

Question 2**60 marks**

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

(a) List **three** personal qualities needed by a good salesperson:

(i) _____

(ii) _____

(iii) _____

(9)

(b) You work as a sales assistant in a sports shop. Outline how you would deal with each of the following situations:

(i) A female customer wishes to return a tracksuit which she purchased from you last Saturday. When she tried on the tracksuit at home, she discovered that it did not match the colour of her running shoes. She has proof of purchase and has asked for a refund.

(ii) A customer wishes to return a pair of running shoes purchased two days ago from you, as the sole of one of the shoes is beginning to come off. The customer has proof of purchase and would like to exchange the running shoes for another pair.

(18)

(c) (i) Explain **two** characteristics of a discount store as a type of retail outlet:

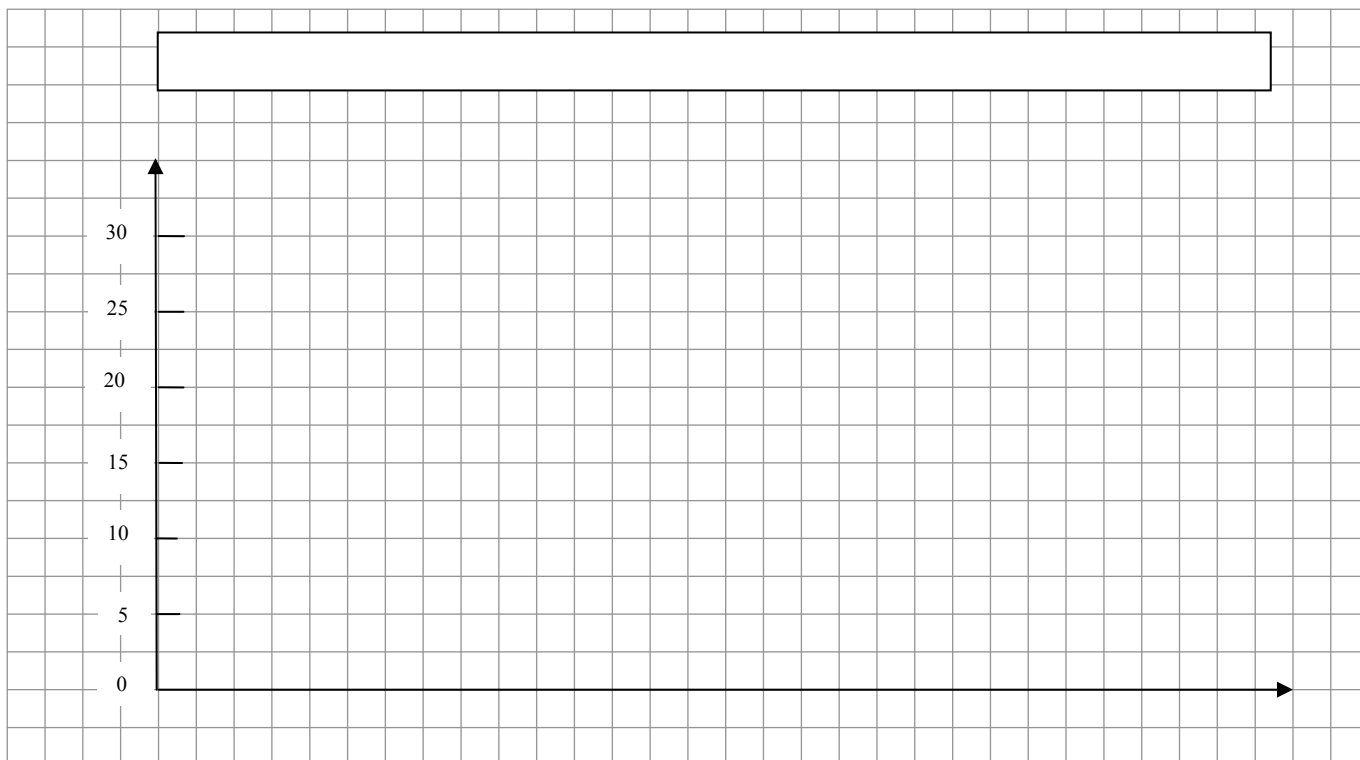
• _____

• _____

- (ii) The Irish grocery market is worth €9 billion, according to the findings of a survey carried out by a well-known research company. The following table shows the estimated market share for each of the major supermarkets in 2013.

Supermarket	Tesco	Dunnes Stores	SuperValu	Superquinn	Lidl	Aldi	Others
Market Share (%)	26	24	19	5	7	7	12

Draw a bar chart to show the above information and give **one** relevant conclusion from the chart:



Relevant conclusion: _____

- (iii) Explain **two** means of building customer loyalty for retailers:

- _____

- _____

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:

- | | |
|--|--|
| <ul style="list-style-type: none"> ○ John Greally ○ Ann Grealish ○ Henry Greally ○ Mary Greaney ○ Ann Greally | <ul style="list-style-type: none"> ○ Brian Greaney ○ Tom Grealish ○ Una Grealish ○ Pat Greaney ○ Marie Grealish |
|--|--|

(i) _____

(vi) _____

(ii) _____

(vii) _____

(iii) _____

(viii) _____

(iv) _____

(ix) _____

(v) _____

(x) _____

(20)

(b) (i) Ms Una Grealish is employed as an Office Assistant in Global Travel Ltd. Her normal working week is 38 hours, at a rate of €8.90 per hour. If she works any longer, she gets overtime pay at time-and-a-half. Last week, she worked 42 hours. Calculate her gross pay for the week. Show your workings.

PAY	€
BASIC	
OVERTIME	
GROSS PAY	

Workings	
Basic	Overtime

- (ii) Ms Una Grealish received her net pay of €278.60 in cash, using the lowest possible number of notes and coins. Complete the Note/Coin Analysis Slip showing how many notes and coins of each amount were in Una's pay envelope:

NOTE/COIN ANALYSIS SLIP													
NET PAY	€100	€50	€20	€10	€5	€2	€1	50c	20c	10c	5c	2c	1c
€278.60													

Workings

- (iii) On a Wage Slip, what do the following letters stand for?

PRSI _____
 USC _____

- (iv) Apart from the Wages Department, identify **two** other departments found within an office:

- _____
- _____

(26)

- (c) (i) Many models of mobile phones can be classified as Smartphones. Apart from voicemail, list **three** other commonly used features on a Smartphone:



- _____
- _____
- _____

- (ii) Explain **four** important factors which should be taken into account when leaving a message on the answering machine or voicemail of a business:



- _____
- _____
- _____
- _____

(14)

Question 4

60 marks

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

(a) (i) List **three** different types of office layouts:

- _____
- _____
- _____

(ii) Identify the type of office layout presented in the following image:



Type of office layout: _____

(iii) Protection of information is an important function of an office. Explain **two** methods of protecting information in an office:

- _____
- _____

(16)

(b) (i) Give **two** reasons why an efficient filing system is important in an office:

- _____
- _____

(ii) Suggest a suitable method of filing for each of the following:

Dolan, Gilmore, Rowan

Method of filing: _____

5, 8, 13.

Method of filing: _____

(iii) Explain **two** essential elements of a filing system:

- _____
- _____

(16)

- (c) (i) Identify the following piece of office equipment and explain its main function in an office:



Piece of Equipment: _____

Function: _____

- (ii) Explain each of the following features of the machine: number selector and duplex.

Number selector: _____

Duplex: _____

(14)

- (d) (i) Draft, using today's date, the Memorandum (Memo) from Pat Fenton, Managing Director, to all office staff reminding them of the computer training day on 13 June 2014:

MEMORANDUM	
To: _____	From: _____
Date: _____	Re: _____
Signed: _____	Title: _____

- (ii) Identify **one** well-known database computer program. Give **one** use of the program in an office.

• Database program: _____

• Use of program: _____

(14)

- (b) (i) On 22 March 2014, Moorefield GAA Club received a cheque from Mason Sports Ltd.
Complete the Receipt provided below:

Receipt No. 200	
Moorefield GAA Club	
Newbridge, Co. Kildare	
Telephone: 045-432051	
e-mail: info@moorefieldgaaclub.ie	
Date:	
Received From:	
The Sum of:	€
<i>With Thanks</i>	Signed: _____ (Treasurer)

- (ii) State **one** reason why a receipt is an important document:

(14)

- (c) List **three** factors which indicate that an employee has a good attitude to work:

- _____

- _____

- _____

(6)

Rough work

Question 6

60 marks

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

- (a) You work as an office administrator with O’Callaghan Ryan Solicitors, 52 Washington Street, Cork. Record the following information in the Outgoing Registered Post Book, provided below, of O’Callaghan Ryan Solicitors (Customer Number 4011966) for 10 June 2014 and calculate the total amount to be paid in cash at the post office:

ITEM NUMBER	NAME AND ADDRESS	DECLARED VALUE (€)	INSURANCE VALUE (€)	WEIGHT	AMOUNT PAID (€)
RL 4134 1590 2 IE	Mr Liam Fleming, Cobh, Co. Cork.	60	60	0.050	5.25
RL 4134 1591 5 IE	Ms Olivia Flynn, Fermoy, Co. Cork.	90	90	0.230	6.00
RL 4134 1591 7 IE	Mrs Ann Mahony, Bantry, Co. Cork.	140	140	0.450	7.00

Payment Method (✓) Meter Post <input type="checkbox"/> Postage Stamps <input type="checkbox"/> Cash <input type="checkbox"/> Fee Paid <input type="checkbox"/>																																	
Customer's name and address <div style="border: 1px solid black; height: 40px; width: 100%;"></div>						Date <table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> <tr> <td style="font-size: 8px;">D</td> <td style="font-size: 8px;">D</td> <td style="font-size: 8px;">M</td> <td style="font-size: 8px;">M</td> <td style="font-size: 8px;">Y</td> <td style="font-size: 8px;">Y</td> </tr> </table>									D	D	M	M	Y	Y	Customer Number <table border="1" style="width: 100%; text-align: center; border-collapse: collapse;"> <tr> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> <td style="width: 20px; height: 20px;"></td> </tr> </table>												
D	D	M	M	Y	Y																												
ITEM NUMBER	ENTER BELOW THE NAME AND ADDRESS SHOWN ON EACH ITEM	DECLARED VALUE	ADDITIONAL INSURANCE VALUE	WEIGHT KG MUST BE ENTERED	AMOUNT PAID																												
		€	€		€																												
		€	€		€																												
		€	€		€																												
		€	€		€																												
Accepting Officer 		Time 		Total items on this list 		Total amount paid 		€ 																									

(25)



(b) (i) Explain the term 'teamwork':

(ii) List **three** skills that are required for teams to be successful:

- _____
- _____
- _____

(10)

(c) (i) Column 1 contains a number of mandatory safety signs. Column 2 is a list of explanations for these signs. *(One explanation has no match.)*

Column 1: Safety signs	Column 2: Explanations	
1. 	A.	Safety gloves must be worn.
2. 	B.	Safety goggles must be worn.
	C.	Safety helmets must be worn.

Match the two lists by placing the letter of the correct explanation under the relevant number below:

1.	2.

(ii) Explain **two** duties of employers under the Safety, Health and Welfare at Work Act 2005:

- _____
- _____

(10)

(d) (i) What do the following letters stand for?

VDU _____



(ii) Identify **two** steps that employees should follow to make sure that VDUs are used safely in a workplace:

- _____

- _____

(iii) Fire Exit signs are used to indicate an escape route to be taken in the event of an evacuation of a workplace.

Write True or False after each of the following explanations:

SIGNS	EXPLANATIONS	TRUE or FALSE
	Progress to the right from here.	
	Progress up to the right.	

Identify **three** key elements of the signs presented above: (Example *Green background*)

- _____
- _____
- _____

(15)

SECTION 4—RETAILING AND THE CONSUMER

Question 7

60 marks

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

(a) (i) Calculate the profit and percentage (%) mark-up on the following goods:


Cost price €	Selling price €	Profit €	Percentage (%) Mark-Up
120	150		
375	400		
50	55		
36	44		

(ii) Identify **one** situation where a debit note might be issued by a business:

(12)

(b) (i) Sales Promotion provides an incentive to consumers to buy particular goods or services.

Katie O'Donoghue, who has a keen interest in reading and cooking, saw the following method of sales promotion in her local bookstore: 3 for 2 (Cheapest Item Free). Calculate the total cost of the following books for Katie: The Irish Beef Book (€21.99), The Nation's Favourite Food (€19.99) and Modern Irish Food (€20.99).

	Title	€	Workings
	The Irish Beef Book		
	Modern Irish Food		
	The Nation's Favourite Food		
	Total Cost		

(ii) List **three** other common methods of sales promotion:

- _____
- _____
- _____

(12)

- (c) (i) Katie O'Donoghue, who lives at 12 Ashline Drive, Dungarvan, Co. Waterford, is hoping to gain full-time employment with Déise Medical Centre Ltd as a Medical Secretary. Her contact telephone number is 085-7130705.

Katie attended St. Augustine's College, Abbeyside, Dungarvan, Co. Waterford from 2005 to 2011, having received her primary education at Glenbeg National School. In 2011, Katie was awarded a Merit in the Leaving Certificate Applied. She then went on to do a PLC (Post Leaving Certificate) course at the College of Further Education Dundrum, Dundrum, Dublin 14 and, in 2012, was awarded a FETAC Level 5 Certificate for the one year full-time Medical Receptionist course.

Since finishing her PLC course, she has been employed in a part-time capacity as a Medical Receptionist by Bright Horizons Medical Centre Ltd, Main Street, Lismore, Co. Waterford. The telephone number for the Medical Centre is 058-824365 and Mr Pat Bennett (Head of Human Resources) can be contacted for further information about Katie.

Katie's interests include reading, cooking and swimming.

Using today's date, complete the blank Employment Application Form for Katie:

Note

The blank Employment Application Form is provided on the next page (Page 17) of this Answer Book.



Déise Medical Centre Ltd, The Mall, Waterford. Tel: 051-875511 E-mail: deisemedicalcentre@eircom.net					
Application Form for Employment as a					
PERSONAL DETAILS					
Name					
Address					
Telephone Number					
EDUCATION (<i>Name and address of institution required</i>)					
PLC College		From		To	
Secondary School		From		To	
QUALIFICATIONS (<i>most recent qualifications</i>)					
Year	College (<i>Name</i>)	Course	Award		
Year	School (<i>Name</i>)	Course	Award		
EMPLOYMENT (<i>most recent employment</i>)					
Name of Employer					
Address					
Telephone Number					
Position Held				Capacity	
Name of Referee			Title		
GENERAL INFORMATION					
Interests					
Signed			Date		

- (ii) Katie O'Donoghue is a member of a trade union. Explain the term 'trade union' and give **one** example of well-known trade union in Ireland.

Trade union: _____


Example: _____

Question 8

60 marks

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

- (a) (i) DANONE Actimel yogurt drinks can be bought in the following pack sizes: small, medium and large.

	Small	Medium	Large
	4 x 100g €1.99	8 x 100g €3.69	12 x 100g €4.99

Calculate which size offers the best value for money. Show your answer and workings.

Answer	
Size:	

Workings

- (ii) Give **two** advantages of a brand name for a consumer:

- _____
- _____

(12)

- (b) (i) Tick **one** of the boxes for each sentence to show whether it is true or false:

	True	False
PAYE is a non-statutory deduction from pay.	<input type="checkbox"/>	<input type="checkbox"/>
SuperValu stores have been rebranded as Superquinn stores.	<input type="checkbox"/>	<input type="checkbox"/>
A new national postcode system is to be introduced in 2015.	<input type="checkbox"/>	<input type="checkbox"/>
A shop must accept a cheque in payment for goods.	<input type="checkbox"/>	<input type="checkbox"/>
A shop is not legally allowed to put up the following notice: <i>No refunds during sale.</i>	<input type="checkbox"/>	<input type="checkbox"/>

- (ii) The following headline appeared in a national newspaper: *'Contactless card may spell the end of shopping with cash – but not yet'*.



Explain the term 'contactless card' and give **one** advantage of the card.

Contactless card: _____

Advantage: _____

(18)

- (c) (i) Calculate the total cost excluding VAT, VAT at 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	Office Chairs	75			
80	Ink Cartridges	20			
2	Office Desks	240			
10	A4 Folders	2			

- (ii) Name the Act which established the National Consumer Agency and list **two** functions of the National Consumer Agency.

Act: _____

Functions:

- _____
- _____

(30)

Blank page