



Coimisiún na Scrúduithe Stáit
State Examinations Commission

**LEAVING CERTIFICATE
APPLIED 2014**

MARKING SCHEME

**Office Administration and
Customer Care**

Written Paper

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.

Riarachán Oifige agus Cúram Custaiméiré (Scríofa)
Office Administration and Customer Care (Written) 2014

240 marcanna 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

NB: If applicable

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

SECTION 1—RETAILING AND SELLING

Question 1

60 marks

Solutions (as given or similar)

- (a) (i) Newspaper advertisement (7 x 3) + (1 x 1) 22

Title: Franchising Seminar (3) Date: Saturday, 28 June 2014 (3) Venue: Hodson Bay Hotel, Athlone, Co. Westmeath (3) Time: 9.30am to 4pm (3) Fee: €80 (3) Pre-booking: Essential (1) Contact: Franchising Options Ltd (3) 083-3145974 (3)

- (ii) Franchising 2

- Permission given to operate a business formula in return for a fee.
- Involves a contract between a franchisor and a franchisee.

- (iii) Disadvantage of franchising 2

- Franchise fee and royalties have to be paid to franchisor.
- Have to follow the terms of the business formula.
- Personal touch with customers may be limited.
- Bad publicity impacts on all franchise outlets.

- (iv) Examples of well-known fast food franchise businesses (2 x 1) 2

- McDonald's
- Supermac's
- Burger King
- KFC
- Abrakebabra.

(28)

- (b) (i) Services provided by wholesaler to manufacturer (2 x 2) 4
- Buys in bulk/large quantities
 - Stores goods until needed by retailers
 - Provides information about the market.
- (ii) Barcode (2 x 5) 10
- Series of thick and thin vertical lines representing 13-digit number, on consumer products
 - Enables a computer to get the price of the product and other information, e.g. name of manufacturer.
 - Read by scanner/EPOST (Electronic Point of Sale Terminal).
- (iii) Characteristics of a cash and carry wholesaler (2 x 2) 4
- Offer a wide selection of goods
 - Does not give credit
 - Does not deliver goods (retailer goes to cash and carry)
 - Card needed to purchase from cash and carry.

(18)

- (c) (i) Examples of non-shop retailing (4 + 4 + 2) 10

Mail order firms	Door-to-door sales
Parties, e.g. Tupperware	TV selling/Shopping Channels
Vending Machines	Mobile shops
Street Traders	Goods sold in a yard, e.g. coal and gas
Internet shopping	Newspapers/Magazines

- (ii) Self-service and Personal service (2 x 2) 4
- Self-service: (2)
- Basket/trolley used by customer to select items for purchase
 - Sales assistants look after stock and assist customers when requested
- Personal service: (2)
- Individual attention provided by sales assistant to customer
 - Sales assistant attempts to satisfy needs of customer by showing product(s) and giving relevant advice.

(14)

60

Question 2**60 marks**

Solutions (as given or similar)

- (a) Personal qualities of a good salesperson (3 x 3) (9)
- Pleasant/outgoing personality
 - Good communicator (clarity of speech)
 - Ability to listen
 - Enthusiasm.
- (b) (i) Tracksuit situation (3 x 3) 9
- Explain politely that a refund for the tracksuit cannot be provided
 - No right to redress (refund, replacement, repair) for change of mind
 - Relevant consumer law: Sale of Goods and Supply of Services Act 1980
- (ii) Running shoes situation (3 x 3) 9
- Apologise for the problem with the running shoes
 - Accept that the running shoes should be of merchantable quality/fit for purpose
 - Agree to exchange the running shoes for another pair
 - Relevant consumer law: Sale of Goods and Supply of Services Act 1980.
- (18)
- (c) (i) Characteristics of a discount store (2 x 2) 4
- Products are often displayed on pallets
 - Products are not individually priced
 - Number of sales assistants is kept to a minimum
 - Offer lower prices than independent retailers
 - Some goods only available for limited period of time
 - May offer well-known brands as part of product range
 - May provide car parking facilities
 - No after-sales service is provided
 - No delivery service is provided.

(ii) Bar chart

18

	Marks
Title	1
7 distinct bars	14 (7 x 2)
Vertical axis label	1
Horizontal axis labels	2 (1 + 1)

Relevant conclusion (3)

Tesco has the biggest market share 3

(iii) Means of building customer loyalty (2 x 4) 8

Note: No repetition allowed for full marks

- Loyalty schemes, e.g. Tesco (CLUBCARD), Dunnes Stores (VALUEclub), Boots (Advantage card)
- Savings Stamps, e.g. Dunnes Stores (€ stamps)
- Loyalty card, e.g. collect a number of stickers to receive a free hot drink
- Tokens, e.g. receive tokens for spending a certain amount of money in a retail outlet.

(33)
60

SECTION 2—OFFICE ASSISTANT

Question 3

60 marks

Solutions (as given or similar)

(a) Names (10 x 2) (20)

- | | |
|---------------------|----------------------|
| (i) Ann Grealish | (vi) John Greally |
| (ii) Marie Grealish | (vii) Henry Greally |
| (iii) Tom Grealish | (viii) Brian Greaney |
| (iv) Una Grealish | (ix) Mary Greaney |
| (v) Ann Greally | (x) Pat Greaney |

(b) (i) Gross pay (3 x 2) 6

PAY	€	Marks
BASIC	338.20 (38 x 8.90)	2 (O/F = 1)
OVERTIME	53.40 (4 x 8.90 x 1.5)	2 (O/F = 1)
GROSS PAY	391.60 (338.20 + 53.40)	2 (O/F = 1)

(ii) Note/Coin Analysis Slip (8 x 1) 8

Notes	Number
€100	1
€50	1
€20	1
€5	1
Coins	
€2	1
€1	1
50c	1
10c	1

(iii)	Letters	(7 x 1)	7
	• PRSI Pay Related Social Insurance	(4)	
	• USC Universal Social Charge	(3)	
(iv)	Departments within an office	(3 + 2)	5
	• Purchasing		
	• Accounts		
	• Mail		
	• Sales		
	• Personnel/Human Resources.		
			(26)
(c)	(i) Features on a smartphone	(3 x 2)	6
	• Telephone		
	• Watch		
	• Phonebook		
	• Camera		
	• Radio		
	• Shopping		
	• Torch.		
(ii)	Leaving a message on an answering machine or voicemail	(4 x 2)	8
	• Listen to the instructions provided		
	• Speak clearly and slowly		
	• Leave your name and contact details		
	• Leave your message (spell words, if requested).		

(14)

60

Question 4**60 marks**

Solutions (as given or similar)

- | | | | | |
|-----|-------|--|---------|------|
| (a) | (i) | Types of office layouts | (3 x 2) | 6 |
| | | <ul style="list-style-type: none">• Open plan• Landscaped• Corridor/Closed door style | | |
| | (ii) | Type of layout | (2) | 2 |
| | | Open plan | | |
| | (iii) | Methods of protecting information | (2 x 4) | 8 |
| | | <ul style="list-style-type: none">• Use of secure filing cabinets for manual filing system• Use of passwords/encryption/firewalls/anti-virus programs for electronic document management system. | | (16) |
| (b) | (i) | Importance of efficient filing system | (2 x 2) | 4 |
| | | <ul style="list-style-type: none">• To make sure that documents can be easily found• To have a record of all transactions carried out• For safe and secure storage of documents• To show proof of payment. | | |
| | (ii) | Methods of filing | (2 x 2) | 4 |
| | | <ul style="list-style-type: none">• Names: Alphabetical• Numbers: Numerical | | |
| | (iii) | Essential elements of filing system | (2 x 4) | 8 |
| | | <ul style="list-style-type: none">• 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. | | (16) |

- (c) (i) Office Equipment (2 + 4) 6
- Piece of equipment: Photocopier (2)
 - Function: To make an exact copy of a document (4)

- (ii) Features of machine (2 x 4) 8
- Number selector: Used to select the number of copies needed
 - Duplex: Used to make copies on both sides of one page from two single pages/sheets, or vice versa

(14)

- (d) (i) Memo (6 x 1) + (3 x 1) 9

Structure/Layout	Detail	Marks	Summary
To:	All Office Staff	1	
From:	Pat Fenton	1	
Date:	10 June 2014	1	
Re:	Computer Training Day	1	
Signed:	Pat Fenton	1	
Title:	Managing Director	1	6 (6 x 1)
Message	Reminder Computer Training Day 13 June 2014	3	3 (3 x 1)

- (ii) Database program (2 + 3) 5
- Name: MS Access or Corel Paradox
 - Use: Records (Customer/Personnel/Supplier)/Telephone Directory

(14)
60

SECTION 3—OFFICE PRACTICE

Question 5

60 marks

Solutions (as given or similar)

(a) See completed Analysed Receipts and Payments Book below

(40)

Analysed Receipts and Payments Book of Moorefield GAA Club

Date	Details	Total	Date	Details	Total	Equipment	Club Lotto	Wages	Medical	Other
2014		€	2014		€	€	€	€	€	€
Mar 1	Balance	3000	Mar 4	Training Equipment	420	420				
3	Gate Receipts	1050	12	Referees Expenses	120					120
10	Lotto Tickets	1380	14	Groundsman's Wages	450			450		
22	Sponsorship Mason Sports	970	19	Pitch Repairs	2100					2100
28	Subscriptions	1150	24	Lotto Winner	1340		1340			
			27	Medical Expenses	150				150	
			31	Balance C/D	2970					
		7550			7550	420	1340	450	150	2220
Apr 1	Balance B/D	2970								

(b) (i) See completed Receipt below

(5 x 2)

10

Receipt No. 200	
Moorefield GAA Club Newbridge, Co. Kildare	
Telephone: 045-432051 e-mail: info@moorefieldgaaclub.ie	
Date: 22 March 2014	
Received From: Mason Sports Ltd	
The Sum of: Nine Hundred and Seventy euro Only	€970.00
<i>With Thanks</i>	Signed: <i>Ger Kelly</i> (Treasurer)

(ii) Importance of a receipt
Proof of payment/purchase

(4)

4

(14)

(c) Good attitude to work

(3 x 2)

6

- Being punctual/on time
- Being loyal to employer/business
- Reliable/dependable
- Flexible
- Showing interest.

(6)

60

Question 6

60 marks

Solutions (as given or similar)

(a) See completed Outgoing Registered Post Book below

(25)

Payment Method		Meter Post <input type="checkbox"/>	Postage Stamps <input type="checkbox"/>	Cash <input checked="" type="checkbox"/>	Fee Paid <input type="checkbox"/>		
Customer's name and address				Date		Customer Number	
O'Callaghan Ryan Solicitors 52 Washington Street Cork				1 0 0 6 1 4 D D M M Y Y		4 0 1 1 9 6 6	
ITEM NUMBER	ENTER BELOW THE NAME AND ADDRESS SHOWN ON EACH ITEM	DECLARED VALUE	ADDITIONAL INSURANCE VALUE	WEIGHT KG MUST BE ENTERED		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 1592 7 IE	Mrs Ann Mahony Bantry, Co. Cork	€ 140	€ 140	0	450	€ 7 00	
Accepting Officer		Time		Total items on this list 3		Total amount paid 1 8 25	

Structure/Layout	Detail	Marks	Summary
Payment Method	Cash	1	
Customer's name and address	O'Callaghan Ryan Solicitors, 52 Washington Street, Cork	2 (1 + 1)	
Date	10/06/14	1	
Customer Number	4011966	1	
Item Number	RL 4134 1590 2 IE RL 4134 1591 5 IE RL 4134 1592 7 IE	1	6
Name and Address	Mr Liam Fleming, Cobh, Co. Cork	2 (1 + 1)	
	Ms Olivia Flynn, Fermoy, Co. Cork	2 (1 + 1)	
	Mrs Ann Mahony, Bantry, Co. Cork	2 (1 + 1)	6
Declared Value/Additional Value	60/60 90/90 140/140	1 1 1	3
Weight	0.050 0.230 0.450	1 1 1	3
Amount Paid	5.25	1	
	6.00	1	
	7.00	1	3
Total items on list	3	2	
Total amount paid	18.25	2	4

(b)	(i)	Teamwork	(2 x 2)	4
		People in an organisation working together on a co-operative basis to achieve a common goal or objective		
	(ii)	Skills required for successful teams	(3 x 2)	6
		<ul style="list-style-type: none"> • Good communication skills • Work well with others • Ability to get everybody involved. 		(10)
(c)	(i)	Mandatory safety signs C, A	(2 x 2)	4
	(ii)	Duties of employers	(2 x 3)	6
		<ul style="list-style-type: none"> • Provide a safe workplace for employees, safe means of access and exits, safe equipment and safe systems of work • Provide personal protective equipment to employees if necessary, e.g. safety shoes and reflective clothing • Provide adequate emergency procedures • Prepare a safety statement which identifies hazards to employees • Provide adequate welfare facilities. 		(10)
(d)	(i)	Letters	(3 x 1)	3
		Visual Display Unit		
	(ii)	Safe use of VDUs	(2 x 2)	4
		<ul style="list-style-type: none"> • Regular breaks from VDUs • Change of routine away from VDUs • Eye and eyesight tests 		
	(iii)	Fire exit signs	(1 + 1) + (3 x 2)	8
		True, True		
		Elements of signs		
		<ul style="list-style-type: none"> • Words – Fire Exit • Running man symbol • Directional arrow 		
				<u>(15)</u>
				60

SECTION 4—RETAILING AND THE CONSUMER

Question 7

60 marks

Solutions (as given or similar)

- (a) (i) Calculation of profit and percentage mark-up (8 x 1) + 3 11

Cost price €	Selling price €	Profit €	Percentage (%) Mark-Up
120	150	30	$30 \div 120 \times 100 = 25$
375	400	25	$25 \div 375 \times 100 = 6.66$
50	55	5	$5 \div 50 \times 100 = 10$
36	44	8	$8 \div 36 \times 100 = 22.22$

- (ii) Use of a Debit Note (1) 1

Customer has been overcharged

(12)

- (b) (i) Total Cost of books (2 + 2 + 1 + 1) 6

Title	€	Marks
The Irish Beef Book	21.99	2
Modern Irish Food	20.99	2
The Nation's Favourite Food	0 or blank	1
Total Cost	42.98	1

Alternative method: $21.99 + 19.99 + 20.99 = 62.97 - 19.99 = 42.98$

- (ii) Common methods of sales promotion (3 x 2) 6

- Price reductions, e.g. newspapers
- Free samples
- Money-off coupons/vouchers
- Free gifts
- Prize draws/competitions
- Savings stamps.

(12)

Déise Medical Centre Ltd, The Mall, Waterford. Tel: 051-875511 E-mail: deisemedicalcentre@eircom.net					
Application Form for Employment as a Medical Secretary					
PERSONAL DETAILS					
Name	Katie O'Donoghue				
Address	12 Ashline Drive, Dungarvan, Co. Waterford.				
Telephone Number	085-7130705				
EDUCATION <i>(Name and address of institution required)</i>					
PLC College	College of Further Education Dundrum, Dundrum, Dublin 14.	From	2011	To	2012
Secondary School	St. Augustine's College, Abbeyside, Dungarvan, Co. Waterford.	From	2005	To	2011
QUALIFICATIONS <i>(most recent qualifications)</i>					
Year	College <i>(Name)</i>	Course	Award		
2012	College of Further Education	Medical Receptionist	FETAC Level 5		
Year	School <i>(Name)</i>	Course	Award		
2011	St. Augustine's College	Leaving Certificate Applied (LCA)	Merit		
EMPLOYMENT <i>(most recent employment)</i>					
Name of Employer	Bright Horizons Medical Centre Ltd				
Address	Main Street, Lismore, Co. Waterford.				
Telephone Number	058-824365				
Position Held	Medical Receptionist	Capacity	Part-time		
Name of Referee	Mr Pat Bennett	Title	Head of Human Resources		
GENERAL INFORMATION					
Interests	Reading, Cooking and Swimming				
Signed	<i>Katie O'Donoghue</i>	Date	10 June 2014		

Structure/Layout	Detail	Marks	Summary
Position	Medical Secretary	1	
Personal Details			
Name	Katie O'Donoghue	2	
Address	12 Ashline Drive, Dungarvan, Co. Waterford	2 (1 + 1)	
Telephone Number	085-7130705	2	7
Education			
PLC College	College of Further Education, Dundrum, Dublin 14	3 (1 + 1 + 1)	
From/To	2011/2012	1	
Secondary School	St. Augustine's College, Abbeyside, Dungarvan, Co. Waterford	1	
	2005/2011	1	6
Qualifications			
Year	2012	1	
College	College of Further Education	1	
Course	Medical Receptionist	1	
Award	FETAC Level 5	1	
Year	2011	1	
College	St. Augustine's College	1	
Course	Leaving Certificate Applied (LCA)	1	
Award	Merit	1	8
Employment			
Employer	Bright Horizons Medical Centre Ltd	2	
Address	Main Street, Lismore, Co. Waterford	2	
Telephone Number	058-824365	1	
Position	Medical Receptionist	1	
Capacity	Part-time	1	
Referee	Mr Pat Bennett	1	
Title	Head of Human Resources	1	9
Interests	Reading, Cooking and Swimming	1	
Signed	Katie O'Donoghue	1	
Date	10 June 2014	2	4

(ii) Trade Union (1) 1

Organisation set up by workers to uphold and improve the interests of its members in areas such as pay and working conditions

Example (1) 1

- SIPTU
- TUI
- ASTI
- INTO

(36)
60

Question 8**60 marks**

Solutions (as given or similar)

- (a) (i) Best value for money (5) 8
Size: Large (3)

Size	Workings	Marks
Small	$199 \div 4 = 49.75$	5
Medium	$369 \div 8 = 46.125$	
Large	$499 \div 12 = 41.58$	

Alternative methods:

Medium: $3.69 \div 2 = 1.845$ Large: $4.99 \div 3 = 1.663$ Small: $1.99 \times 3 = 5.97$ Medium: $1.99 + 3.69 = 5.68$

- (ii) Advantages of a brand name for a consumer (2 x 2) 4

- Helps to choose between similar products
- Easy to recognise products
- Conveys an image about a product.

(12)

- (b) (i) True or False (5 x 3) 15

False, True, True, False, True

- (ii) Contactless card (2) 2

Allows consumers to pay for transactions of €15 or less by touching their debit card to a terminal without the need to enter their PIN (Personal Identification Number)

- Advantage (1) 1

No need to look for an ATM when out of cash

(18)

(c) (i) Table – Total Cost

(12 x 2)
24

Quantity	Description	Cost per unit	Total cost excluding VAT	VAT @ 23%	Total cost
		€	€	€	€
6	Office Chairs	75	450	103.50	553.50
80	Ink Cartridges	20	1600	368	1968
2	Office Desks	240	480	110.40	590.40
10	A4 Folders	2	20	4.60	24.60

(ii) Act
Consumer Protection Act 2007

(2)

2

Functions of the National Consumer Agency

(2 x 2)

4

- 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.

(30)
60

