



# Coimisiún na Scrúduithe Stáit State Examinations Commission


LEAVING CERTIFICATE APPLIED, 2015

## Vocational Specialism — Office Administration and Customer Care

WRITTEN EXAMINATION (240 marks)

Tuesday, 9 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	
<b>Stampa an ionaid</b> 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)	
	<b>Note:</b> The mark in row 3 (or in row 5 if a bonus is awarded for answering in Irish) must equal the mark in the <b>Total Marks</b> box on the script.	
	<b>Total Marks</b>	

## SECTION 1—RETAILING AND SELLING

### Question 1

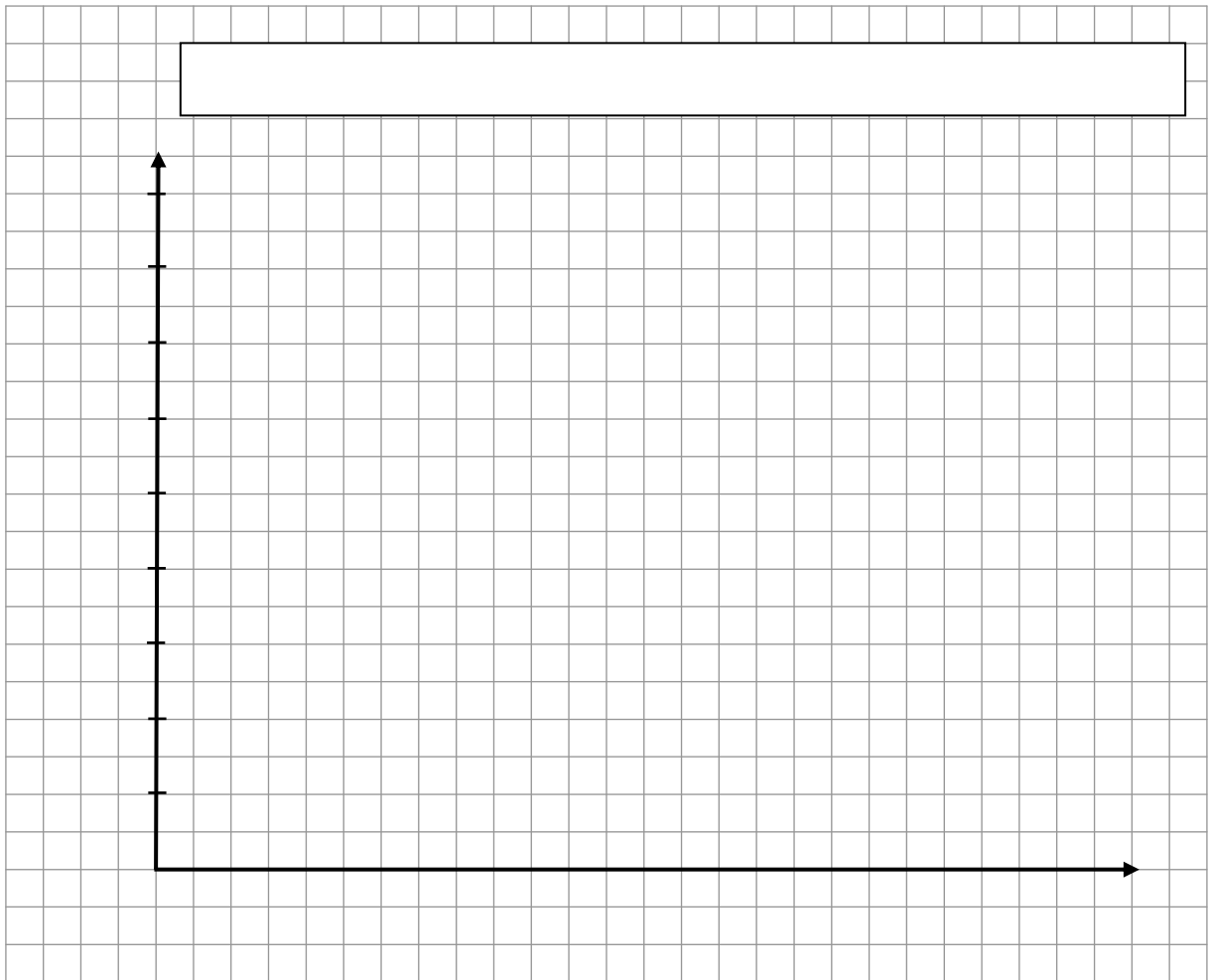
**60 marks**

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

- (a) (i) According to a survey published by a well-known research company in 2014, the commercial vacancy rates of Limerick’s shopping centres were:

Shopping Centre	Roxboro	Castletroy	Parkway	Crescent
Vacancy Rate (%)	43	31	21	5

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



Relevant conclusion: \_\_\_\_\_

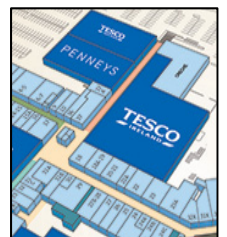
- (ii) Explain the term ‘shopping centre’:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



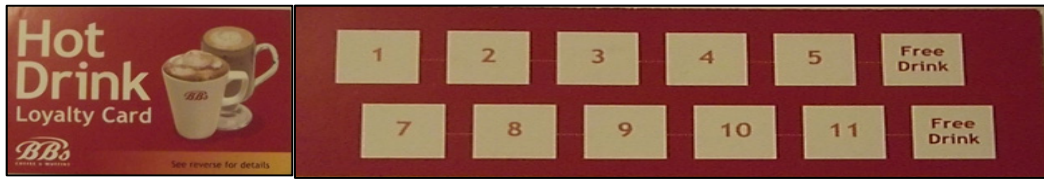
- (iii) Give **one** disadvantage of a shopping centre:

\_\_\_\_\_

(26)

(b) (i) Many retail outlets have loyalty schemes.

*BB's Coffee & Muffins*, a franchise retail outlet, has a 'Hot Drink Loyalty Card' to build and encourage customer loyalty. Using the extract from the 'Hot Drink Loyalty Card' provided, explain how a customer would be entitled to claim the free regular hot drinks from *BB's Coffee & Muffins*:



- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(ii) Explain the term 'franchise':

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(18)

(c) (i) Explain **two** security measures for consumers to ensure that their online transactions are secure:

- \_\_\_\_\_
- \_\_\_\_\_

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

Self-selection: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Personal service: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(16)

---

**Question 2****60 marks**

---

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

- (a) (i) 'Cyber Monday' is a modern development in retailing. Explain the term 'Cyber Monday':

---

---

---

---

- (ii) Apart from 'Cyber Monday', explain **one** other modern development in retailing:

---


---

---

---

(10)

- (b) (i) It is important for a salesperson to demonstrate product knowledge when selling. Using the information provided below, identify **three** special features of the Miele W3164 EDITION 111 Washing Machine:

	<ul style="list-style-type: none"><li>• 7kg load</li><li>• 1400 rpm max spin</li><li>• Countdown indicator</li><li>• 10 Standard programmes</li><li>• A+ rating</li><li>• 5 Year warranty – Parts &amp; Labour</li></ul>
---	--

- ---
- ---
- ---

- (ii) Apart from demonstrating product knowledge, explain **two** other functions of a salesperson:

- ---

---
- ---

---

(14)

- (c) (i) ***Bad customer service and poorly made goods cost Irish consumers half a billion euro every year, according to the Competition and Consumer Protection Commission.***

A guarantee is given usually by the manufacturer of a product. On 8 June 2015, Ms Bridget Louise Donnelly of 12 Sliabh Sneacht Close, Kenmare, Co. Kerry purchased a Miele W3164 EDITION 111 washing machine (Serial No. 852432713090) from McSwiney Electrical Ltd, Main Street, Kenmare, Co. Kerry. Complete the Purchase Registration Card, provided below, for Ms Donnelly whose contact details are bridgetlouisedonnelly@live.ie and 064-6610074:

<b>Miele</b>	
<b>PURCHASE REGISTRATION CARD</b>	
Please complete and return this card, by Freepost, to register your guarantee.	
Mr/Mrs/Ms/Miss	
Initials	
Surname	
Telephone (STD code & No.)	
E-mail Address	
Address	
Date of Purchase	
Model	
Serial Number	
Place Purchased	

- (ii) Explain the term 'Freepost' with regard to the Purchase Registration Card:

Miele FREEPOST Citywest Business Campus Dublin 24
--

---



---

- (iii) Give **one** benefit of a guarantee for a consumer:

---



---

- (iv) Explain the term 'sole trader' and give **one** disadvantage of a sole trader:

---



---

Disadvantage: \_\_\_\_\_

(36)

## 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 for Crowley Financial Services Ltd:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="radio"/> James Smith</li> <li><input type="radio"/> Ann Smyth</li> <li><input type="radio"/> John Smith</li> <li><input type="radio"/> Ann Stephens</li> <li><input type="radio"/> Orla Smith</li> </ul> | <ul style="list-style-type: none"> <li><input type="radio"/> Michael Shatter</li> <li><input type="radio"/> Alan Smyth</li> <li><input type="radio"/> Tom Smith</li> <li><input type="radio"/> Louise Smyth</li> <li><input type="radio"/> Patricia Stephens</li> </ul> |
|--|---|

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

(20)

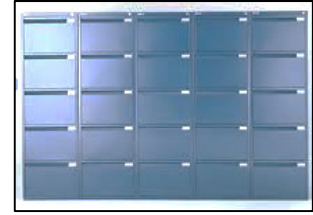
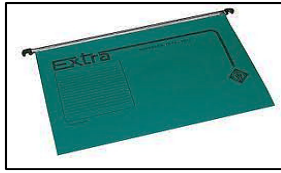
(b) (i) You work in the Accounts Department of Crowley Financial Services Ltd. Using the information provided, complete the Cash Flow Forecast for Ms Louise Smyth who is a new client (Number: 15089) of the business:

Name of Client:				
Client Number:				
<b>Cash Flow Forecast for July to September 2015</b>				
	July	August	September	Total
	€	€	€	€
Receipts (R)	15,000	15,000	15,000	
Payments (P)	10,000	12,000	10,000	
Net Cash (R-P)				
Opening Cash	<b>2,000</b>	↗	↗	<b>2,000</b>
Closing Cash				

(ii) Apart from filing names alphabetically, identify **one** other suitable method of filing a copy of the Cash Flow Forecast in Crowley Financial Services Ltd:

Method of filing: \_\_\_\_\_

- (iii) Explain the essential steps involved in creating and storing a file for Ms Louise Smyth in the appropriate filing cabinet at Crowley Financial Services Ltd:



- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(25)

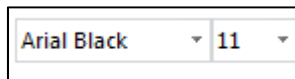
- (c) (i) Explain the term ‘word processing’ and identify one well-known word processing program:

Word processing: \_\_\_\_\_

\_\_\_\_\_

Example of well-known word processing program: \_\_\_\_\_

- (ii) Identify the font and size from the information provided:



Font: \_\_\_\_\_ Size: \_\_\_\_\_

- (iii) Study the extract provided below. Calculate the figure for Total Expenditure and write a suitable formula for cell C11 that would calculate the figure for Total Expenditure:

	A	B	C	D
1	Income and Expenditure Account for year ended 31-12-14			
2		€	€	
3	<b>INCOME</b>			
4				
5	Total Income			
6				
7	<b>EXPENDITURE</b>			
8	Bank Charges	190		
9	Rent	12000		
10	Wages	69000		
11	Total Expenditure			
12				

Total Expenditure: € \_\_\_\_\_ Formula: \_\_\_\_\_

- (iv) Identify the type of computer program commonly used for preparing accounts:

\_\_\_\_\_

(15)

---

**Question 4**

**60 marks**

---

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

- (a) (i) Identify the type of office layout presented in the following image and then identify the main feature of this type of office layout:



Type of office layout: \_\_\_\_\_

Main feature of office layout: \_\_\_\_\_

\_\_\_\_\_

- (ii) Explain **two** advantages of an open plan office layout:

- \_\_\_\_\_
- \_\_\_\_\_

(16)

- (b) (i) Explain the term 'filing':

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- (ii) In the space below, write the most appropriate term from the following list:

SUBJECT MATTER      CHRONOLOGICAL      GEOGRAPHICAL

A \_\_\_\_\_ filing system is used for filing according to dates.

- (iii) List **three** essential elements of a filing system:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(17)



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



Piece of Equipment: \_\_\_\_\_

Function: \_\_\_\_\_

- (ii) Apart from an inkjet printer, identify **one** other type of printer used in offices today:



Type of Printer: \_\_\_\_\_

- (iii) Explain the main function of a printer as a piece of office equipment:

Function: \_\_\_\_\_ (12)

- (d) (i) Explain the term 'e-mail':

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- (ii) List **two** advantages of 'e-mail' as a means of transmitting information:

- \_\_\_\_\_
- \_\_\_\_\_

- (iii) Write True or False after each of the following explanations:

TERMS	EXPLANATIONS	TRUE or FALSE
Modem	Allows computers to communicate with one another through telephone lines.	
Phishing	An online fraud technique to trick e-mail users into providing personal information.	

(15)



- (b) (i) Jamie Rodgers, the Petty Cashier, uses Petty Cash Vouchers to keep a record of small office expenses for Glass Solutions Ltd.

Enter the transaction of 20 May 2015 in the Petty Cash Voucher provided below:

<b>Glass Solutions Ltd</b>	<b>PETTY CASH VOUCHER No. 75</b>	
	Date	
Details		Amount
		€
		c
Signature:		

- (ii) Identify the prefix which is commonly used for envelope sizes:

\_\_\_\_\_

- (iii) List **two** advantages of the imprest system for recording petty cash:

- \_\_\_\_\_
- \_\_\_\_\_

(11)

- (c) Explain **two** skills that are required for working as part of a successful team in Glass Solutions Ltd:

- \_\_\_\_\_
- \_\_\_\_\_

(9)

**Rough work**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Question 6**

**60 marks**

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



(a) (i) Name the state-owned provider of postal services in Ireland:

\_\_\_\_\_

(ii) Write True or False after each of the following explanations:

SERVICES	EXPLANATIONS	TRUE or FALSE
Business Collection	Incoming mail collected from premises of business customers.	
Publicity Post	Delivery service for unaddressed leaflets.	

(iii) List **three** steps that are involved in sorting incoming mail in an office:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(iv) The time is 3.30pm. You wish to purchase stamps and to send a 95g packet to Tech World Ltd, High Street, Arklow, Co. Wicklow. The standard postal rates for an item with a weight not over 100g are: letter/postcard €0.68, large envelope €1.20, packet €2.70 and parcel €7.00. Using today’s date, complete the extract from the Certificate of Posting provided below:

**CERTIFICATE OF POSTING**

**DEIMHNIÚ POSTÁLA**

Please attach transaction receipt where available/Ceangail admháil an idirbhirt le do thoil, má tá sé ar fá do thoil, má tá sé ar fáil

**1** This section to be completed by the customer

Date  /  /  Time  Am

Postage Paid  €  
Postas Íoctha

Number (where applicable)   
Uimhir más infheidhme

To/Chuig:   
Address/  
Seoladh:

Tá an roinn seo le líonadh ag an gcustaiméir

Letter Litir

Large Envelope Clúdach Mór

Packet Paicéad

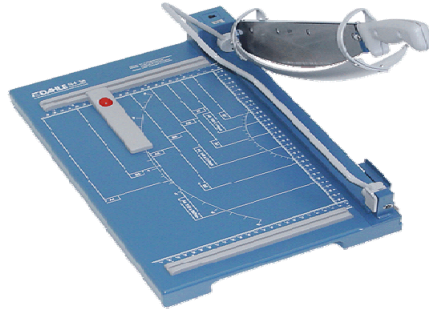
Parcel Beartán

**2** Receipt Admháil

<input type="checkbox"/> Stamps/Stampaí Standard Post/Gnáthphost	€	
<input type="checkbox"/> Registered Post*/Post Cláraithe*	€	

(22)

- (b) (i) Identify the following piece of office equipment and suggest **two** guidelines to ensure its safe use in an office:



Piece of office equipment: \_\_\_\_\_

Guidelines for safe use:

- \_\_\_\_\_
- \_\_\_\_\_

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

- \_\_\_\_\_
- \_\_\_\_\_

- (iii) What do the following letters stand for?

VDU \_\_\_\_\_

(22)

- (c) (i) Using the information provided, complete the timesheet correctly for the three new employees of Hygiene Group Services Ltd who are based at PVM Trading Ltd: Ger Scanlon (2 June 2015, 8:00-16:00), Pat Finn (3 June 2015, 9:00-17:00 and Phil Carr (2 June 2015, 7:00-11:00).

Hygiene Group Services Ltd			
TIMESHEET			
SITE NAME:			
Name	Date	Time In	Time Out

- (ii) Explain **one** other method of monitoring timekeeping in a workplace:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(16)

**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	Workings
32	38			
600	650			

(ii) Calculate the profit and percentage (%) margin on the following goods:

Cost price €	Selling price €	Profit €	Percentage (%) Margin	Workings
45	50			
600	650			

(iii) Explain the difference between mark-up and margin:


\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(14)

(b) (i) Using the information provided, calculate the promotional selling price for Nescafé Gold Blend Coffee in One Stop Value Stores Ltd, The Square, Dundalk, Co. Louth.

	Original Selling Price	<p align="center"><b>SAVE</b></p> <p align="center"><b>25%</b></p>	Promotional Selling Price	Workings
	€		€	
	7.88		<p align="center">Answer</p> <div style="border: 1px solid black; width: 60px; height: 20px; margin: 0 auto;"></div>	

(ii) Explain **one** other common method of sales promotion in retailing:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(iii) Distinguish between a refund and a void transaction:

Refund: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Void transaction: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(16)

(c) (i) You are Pat Curran the Human Resources Manager for One Stop Value Stores Ltd, The Square, Dundalk, Co. Louth.

Mr William Darby has been appointed to the permanent position of Store Assistant with One Stop Value Stores Ltd. Mr Darby, having signed his Contract of Employment this morning in your office and in your presence, will start working with the company today as a Store Assistant and will be based in Dundalk.

The remuneration for the position will be €1,600 net per month and Mr Darby's hours of works will be 39 hours per week, with a lunch period of 45 minutes. Mr Darby will be required to perform any duties appropriate to the position of Store Assistant and his annual leave entitlement will be 10 working days.

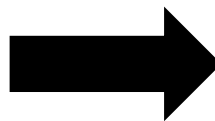
The normal age of retirement will be 65. There will be no right to paid sick leave and notice of termination of employment will be in accordance with statutory provisions.

The discipline and grievance procedure is set out in the Employee Handbook, issued by the company. A contributory pension scheme is provided.

Using today's date and the information provided, complete the blank Contract of Employment Form.

Note

The blank Contract of Employment Form is provided on the next page (Page 16) of this Answer Book.



<b>CONTRACT OF EMPLOYMENT</b>					
Parties					
Employer (Name and Address)					
Employee (Name)					
Job Title					
Place of Job					
Start Date					
Remuneration		€			
Hours of Work					
Lunch Period					
Duties					
Annual Leave					
Retirement Age					
Sick Leave					
Notice of Termination of Employment					
Discipline and Grievance Procedure					
Type of Pension Scheme					
I have read and fully understand the foregoing Contract of Employment and I agree to abide by the terms of this contract.					
Signed		Employee	Date		
Signed		On behalf of employer	Title		Date

(ii) Explain the term 'industrial relations':

Industrial relations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(30)



**Question 8**

**60 marks**


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

(a) (i) Define the term ‘consumer’:

---

---

(ii) Coca Cola soft drinks can be bought in the following pack sizes: small, medium and large.

	Small	Medium	Large
	4 x 330ml <b>€3.39</b>	12 x 330ml <b>€6.69</b>	18 x 330ml <b>€8.49</b>

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

Answer	
Size:	

Workings

(12)

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

	True	False
USC is a non-statutory deduction from pay.	<input type="checkbox"/>	<input type="checkbox"/>
Primark, a discount fashion chain, trades as Penneys in Ireland.	<input type="checkbox"/>	<input type="checkbox"/>
<i>E &amp; O E</i> stands for Errors and Omissions Excepted on an invoice.	<input type="checkbox"/>	<input type="checkbox"/>
The Competition and Consumer Protection Commission enforces competition and consumer law in Ireland.	<input type="checkbox"/>	<input type="checkbox"/>
A shop is legally allowed to put up the following notice: <i>Credit Notes Only.</i>	<input type="checkbox"/>	<input type="checkbox"/>

- (ii) 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
		€	€	€	€
10	Stacking Chair	90			
3	Operator Chair	190			
4	Radial Desk	410			

Workings
----------

(31)

- (c) In Ireland, advertising is increasingly important in retailing.
- (i) **Column 1** shows a list of different types of advertising. **Column 2** is a list of possible explanations for different types of advertising.

Column 1 – Types of Advertising	Column 2 – Explanations
1. Informative	A. Comparing with competitors
2. Competitive	B. Giving information to consumers
3. Reminder	C. Causing consumers to recall

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

1.	2.	3.

- (ii) Identify the type of advertising in the image provided:

Type of advertising: \_\_\_\_\_



- (iii) Explain the term 'in-store display':

---



---



---

(17)

Blank page

Blank page