



Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Applied 2015

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) 2015

240 marks

Credits

12: 204 – 240 **11:** 187 – 203 **10:** 170 – 186 **9:** 153 – 169 **8:** 136 – 152
7: 120 – 135 **6:** 103 – 119 **5:** 86 – 102 **4:** 69 – 85 **3:** 52 – 68 **2:** 36 – 51
1: 19 – 35 **0:** 0 – 18

SECTION 1—RETAILING AND SELLING

Question 1

60 marks

		<u>Marks</u>
(a)	(i) 14 marks for bar chart 1 mark for relevant conclusion	15
	(ii) 10 marks for correct explanation of term 'shopping centre'	10
	(iii) 1 mark for one disadvantage of shopping centre	1
		26
(b)	(i) 12 marks for loyalty card situation	
	(ii) 6 marks for correct explanation of term 'franchise'	18
(c)	(i) 14 marks for two correct explanations of security measures	
	(ii) 2 marks for distinction between selling situations	<u>16</u>
		60

Solutions (as given or similar)

(a)	(i) Bar chart	14
-----	---------------	----

	Marks
Title	1
4 distinct bars	8 (4 x 2)
Vertical axis labels	1
Horizontal axis labels	1
Neatness	3

Relevant conclusion 1

- Roxboro had the highest percentage vacancy rate
- Cresnet had the lowest percentage vacancy rate

(ii) Shopping Centre 10

A purpose built complex of retail units, ranging in size, for tenants under the one roof with a car parking facilities provided for customers. A major anchor tenant, e.g. Tesco, helps to attract customers.

(iii) Disadvantage of Shopping Centre 1

- May lead to the closure of local businesses
- May be located on the outskirts of towns/cities.

(26)

- (b) (i) Loyalty card situation 12
- When a hot drink is purchased from *BB's* a sales assistant at *BB's* stamps the loyalty card for the customer
 - Having got five stamps on the hot drink loyalty card/on the sixth purchase of a hot drink from *BB's*, the customer is entitled to get a free regular hot drink from *BB's* and get the card stamped by a sales assistant. Note: The loyalty card should be presented by the customer before claiming the free regular hot drink
 - On the twelfth purchase of a hot drink from *BB's*, the customer is entitled to a second free regular hot drink from *BB's*
 - The fully stamped card must be returned to *BB's*
- (ii) Franchise 6
- Permission given to operate a business formula in return for a fee within a particular area
 - An initial fee and an annual fee are required for permission to use the business formula
 - Involves a contract between a franchisor and a franchisee.
- (18)
- (c) (i) Security measures 14
- Use a reliable and trusted website
 - Use a secure and non-obvious password
 - Check that the website is secure, e.g. the padlock symbol should be in place beside the address bar
 - Check that the web page changes from HTTP to HTTPS
 - Check that the seller has a security policy on the website
 - Use a payment card that is registered for 3D Secure
 - Use a prepaid credit card.
- (ii) Selling situations 2
- Self-selection:
- Customers – may browse and help themselves to goods on display
 - Sales assistant – can provide help and advice if requested.
- Personal service:
- Customer – individual attention provided by sales assistant
 - Sales assistant – attempts to satisfy needs of customer by showing product(s) and providing relevant advice.

(16)
60

Question 2**60 marks**

	<u>Marks</u>
(a) (i) 2 marks for correct explanation of term 'Cyber Monday'	
(ii) 8 marks for correct explanation of modern development in retailing	10
(b) (i) 8 marks for special features	
(ii) 6 marks for correct functions of a salesperson	14
(c) (i) 18 marks for correct Purchase Registration Card	
(ii) 6 marks for correct explanation of term 'Freepost'	
(iii) 8 marks for correct benefit of guarantee for a consumer	
(iv) 4 marks for correct explanation & disadvantage of a sole trader	<u>36</u>
	60

Solutions (as given or similar)

(a) (i) Cyber Monday	2
<ul style="list-style-type: none">• One of the biggest online shopping days of the year• Marketing term used to persuade people to shop online• Cyber Monday deals only available online• Refers to the Monday after the Thanksgiving holiday in America• Has become an international marketing term – used by online retailers in Ireland and the UK.	
(ii) Modern development in retailing	8
<ul style="list-style-type: none">• Bar codes – series of thick and thin vertical lines representing a 13-digit number (country of origin, manufacturer, product, check-digit)• Plastic bag levy – 23 cent charge• Contactless payments – use of debit card for transactions of €15 or less• Discount stores, e.g. Dealz• Pop-up shops, e.g. Tayto• Non-Irish retailers operating in Ireland, e.g. Marks and Spencer• Industrial action over working contracts, e.g. Dunnes Stores.	

(10)


Note: Franchising with correct explanation (maximum of 3 marks)

- (i) Special features 8
- 7kg load
 - 1400 rpm max spin
 - Countdown indicator
 - 10 Standard programmes
 - A+ rating
 - 5 Year warranty – Parts & Labour

- (ii) Functions of a salesperson 6
- Sales: To sell goods/services for a business
 - Information: To inform customers about goods/services, prices, delivery charges, etc.
 - Service: To offer a helpful and professional service to customers
 - Money: To collect money on behalf of a business
 - Complaints: To deal with complaints about goods/services.

(14)

- (c) (i) Purchase Registration Card 18

 PURCHASE REGISTRATION CARD		Summary
Please complete and return this card, by Freepost, to register your guarantee.		
Mr/Mrs/Ms/Miss	Ms (1)	
Initials	BL (2)	
Surname	Donnelly (1)	4
Telephone (STD code & No.)	064-6610074 (2)	
E-mail Address	bridgetlouisedonnelly@live.ie (2)	4
Address	12 Sliabh Sneacht Close (1)	
	Kenmare (1)	
	Co. Kerry (1)	3
Date of Purchase	8 June 2015 (1)	1
Model	W3164 EDITION 111 (1)	
Serial Number	852432713090 (1)	2
Place Purchased	McSwiney Electrical Ltd (1)	
	Main Street (1)	
	Kenmare (1)	
	Co. Kerry (1)	4

(ii) Freepost	6
<ul style="list-style-type: none"> • The customer (Ms Bridget Louise Donnelly) will not have to pay to post the Purchase Registration Card to Miele • The cost of postage will be paid by Miele. 	
(iii) Benefit of a guarantee for a consumer	8
<ul style="list-style-type: none"> • Offers peace of mind when buying goods • Written promise from manufacturer to repair faulty goods free of charge or replace faulty goods within a specified time period (e.g. 1 year) after the date of purchase. 	
(iv) Sole Trader	3
A person who owns and runs his/her own business, e.g. florist.	
Disadvantage:	1
<ul style="list-style-type: none"> • Unlimited liability • Bears all losses • Lack of capital • No continuity of existence • Inability to 'bulk' buy stock • Lack of skills and expertise in many business areas 	

(36)
60

SECTION 2—OFFICE ASSISTANT

Question 3

60 marks

				<u>Marks</u>
(a)	2 marks for each of ten names			20
(b)	(i) 1 mark for each correct detail/figure	14		
	(ii) 5 marks for suitable method of filing	5		
	(iii) 6 marks for correct steps	6		25
(c)	(i) 5 marks for correct explanation and example	5		
	(ii) 4 marks for correct font and size	4		
	(iii) 5 marks for correct figure and formula	5		
	(iv) 1 mark for correct type of computer program	1		<u>15</u> 60

Solutions (as given or similar)

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

(i)	Shatter Michael	(vi)	Smyth Alan
(ii)	Smith James	(vii)	Smyth Ann
(iii)	Smith John	(viii)	Smyth Louise
(iv)	Smith Orla	(ix)	Stephens Ann
(v)	Smith Tom	(x)	Stephens Patricia

- (b) (i) Cash Flow Forecast (14 x 1) 14

Name of Client:	Louise Smyth (1)				
Client Number:	15089 (1)				Marks
Cash Flow Forecast for July to September 2015					
	July	August	September	Total	
	€	€	€	€	
Receipts (R)	15,000	15,000	15,000	45,000	1
Payments (P)	10,000	12,000	10,000	32,000	1
Net Cash (R-P)	5,000	3,000	5,000	13,000	4 (4 x 1)
Opening Cash	2,000	7,000	10,000	2,000	2 (2 x 1)
Closing Cash	7,000	10,000	15,000	15,000	4 (4 x 1)

(ii)	Method of filing Numerical	5
(iii)	Steps in creating and storing a file	6
	<u>Creating a file</u>	
	<ul style="list-style-type: none"> • Use a suspension file. • Write the relevant details (Smyth Louise/15089) on the label for the file and insert the label into the plastic filing tab. • Attach the plastic filing tab, with the label, correctly to the suspension file Insert the document (Cash Flow Forecast) into the suspension file. 	
	<u>Storing a file</u>	
	File in the correct place in the filing cabinet	(25)
(c)	(i) Word Processing	5
	<ul style="list-style-type: none"> • Using a computer as a typewriter with a document (e.g. letter) displayed on a monitor/screen which can be printed and/or stored for future use • Features include: cut, copy, move, spell check, find and replace. 	
	Example (3)	
	<ul style="list-style-type: none"> • Microsoft Word • WordPerfect 	
(ii)	Font and Size	4
	<ul style="list-style-type: none"> • Font: Arial Black • Size: 11 	
(iii)	Total Expenditure and Formula	5
	<ul style="list-style-type: none"> • Total Expenditure: €81,190 • Formula: = sum(B9:B11) / = B9+B10+B11 	
(iv)	Type of computer program Spreadsheet	1
		<u>(15)</u>
		60

Question 4**60 marks**

			<u>Marks</u>
(a)	(i)	4 marks for correct type and main feature of layout	
	(ii)	12 marks for correct advantages of open plan layout	16
(b)	(i)	2 marks for correct explanation of term 'filing'	
	(ii)	6 marks for correct term	
	(iii)	9 marks for essential elements	17
(c)	(i)	2 marks for correct piece of equipment	
		4 marks for main function of equipment	
	(ii)	2 marks for correct type of printer	
	(iii)	4 marks for main function of printer	12
(d)	(i)	5 marks for correct explanation of term 'e-mail'	5
	(ii)	2 marks for each correct advantage of e-mail	4
	(iii)	3 marks for each correct answer	6
			<u>15</u>
			60

Solutions (as given or similar)

(a)	(i)	Type and main feature of office layout	4
		Landscaped	2
		Main feature	
		Semi-permanent partitions to divide space	2
	(ii)	Advantages of open plan office layout	12
		• Floor space: Less floor space needed	
		• Costs: Lower heating and lighting costs	
		• Communication – easier and better flow	
		• Supervision – easier	
		• Resources – shared	
			(16)

(b) (i)	Filing	2
	<ul style="list-style-type: none"> • Storing documents for further use in a way that they can be easily and quickly found when required • Common types of filing equipment include: box files, lever arch files and vertical filing cabinets. <p><u>Note:</u> Common methods of filing include: alphabetical, chronological, geographical and numerical. (Allow maximum of 1 mark)</p>	
(ii)	Term Chronological	6
(iii)	Essential elements of filing system	9
	<ul style="list-style-type: none"> • System is quick, easy to use and understand • System is suited to the needs of the business • Files are accurate and up-to-date • Takes up as little space as possible • 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 	(17)
(c) (i)	Office Equipment	6
	<ul style="list-style-type: none"> • Piece of equipment: Franking machine • Function: To stamp outgoing mail with a prepaid ink stamp for a business with a volume of mail. 	
(ii)	Type of printer Laser/Dot-matrix/Daisy wheel/Plotter	2
(iii)	Function of printer To produce hard copy from a computer	4
		(12)

(d)	(i)	E-mail	5
		Electronic mail – sending messages (documents and audio-visual files) instantly over the internet using e-mail addresses for the sender and receiver	
		Examples of e-mail systems include: Google and Yahoo.	
	(ii)	Advantages of e-mail	4
		Speed (messages are delivered to anywhere in the world almost immediately)	
		Cheap (messages can be sent to anywhere in the world for the price of a local telephone call)	
		Convenient (messages can be sent via a computer or a mobile phone)	
		Attachments (digital documents or images can be attached to a file)	
	(iii)	True or False	6
		Modem: True	
		Phishing: True	
			<u>(15)</u>
			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) Voucher: Date (1); Details (2); Amount (1); Signature (1)	5
(ii) 2 marks for correct prefix	2
(iii) 4 marks for correct advantages	4
(c) 9 marks for correct explanation of skills	<u>9</u>
	60

Solutions (as given or similar)

- (a) See completed Petty Cash Book below (40)

Petty Cash Book of Glass Solutions Ltd

Date	Details	Total	Date	Details	Total	Stationery	Cleaning	Refreshments	Other
1 May	Bank	150.00	4 May	Tea bags & Coffee	8.40			8.40	
			7 May	Postage Stamps	7.60				7.60
			12 May	Chocolate Bars	3.00			3.00	
			15 May	Bus Fare	18.00				18.00
			20 May	Envelopes C4	33.00	33.00			
			22 May	Window Cleaner	25.00		25.00		
			27 May	Laser Labels	18.00	18.00			
			31 May	Balance c/d	37.00				
		150.00			150.00	51.00	25.00	11.40	25.60
31 May	Balance b/d	37.00							
31 May	Bank	113.00							

(b) (i) See completed Petty Cash Voucher below

5

Glass Solutions Ltd		PETTY CASH VOUCHER No. 75	
		Date	20 May 2015
Details		Amount	
Envelopes – C4 (324mm x 229mm)		€	c
		33	00
Signature:	<i>Jamie Rodgers</i>		

		Mark(s)
Date	20 May 2015	1
Details	Envelopes	1
	C4 (324mm x 229 mm)	1
Amount	33.00	1
Signature	Jamie Rodgers	1

(ii) Prefix for envelope sizes
C

2

(iii) Advantages of imprest system

4

- Easy to use and manage
- Easy to see amounts spent on small expenses
- Amounts spent can be traced back to Petty Cash Vouchers
- Cheap and convenient to pay small expenses by cash
- Float available to pay small expenses
- Controlled by Petty Cashier

(11)

(c) Skills required for working as part of a successful team

9

- Ability to work with a group of employees to achieve a certain objective
- Ability to agree on who the leader of the group is and different roles within the group
- Ability to co-operate with other employees and work as a unit
- Ability to get all team members involved and focused on getting a job done
- Good communication skills.
- Organisational skills

(9)
60

Question 6**60 marks**

			<u>Marks</u>
(a)	(i)	1 mark for correct state-owned provider of postal services	1
	(ii)	7 marks for two correct answers	7
	(iii)	6 marks for three correct steps	6
	(iv)	8 marks for correct Certificate of Posting	8
			22
(b)	(i)	9 marks for correct piece of equipment and guidelines	9
	(ii)	10 marks for correct duties of employees	10
	(iii)	3 marks for correct words	3
			22
(c)	(i)	13 marks for correct details	13
	(ii)	3 marks for correct method	3
			16
			60

Solutions (as given or similar)

(a)	(i)	State-owned provider of postal services in Ireland An Post	1
	(ii)	True or False • Business Collection • Publicity Post	7
	(iii)	Steps in sorting incoming mail • Date stamp the post • Record the incoming item(s) in the Post Received Book • Record incoming payments in the Remittance Book • Attach a Circulation List if mail has to be read by a number of staff	6
	(iv)	Certificate of Posting	8

Section	Detail	Marks	Summary
Date	9 June 2015	1	
Time	3.30pm	1	
Postage Paid	2.70	1	
To	Tech World Ltd	1	
Address	High Street, Arklow, Co. Wicklow.	1	
Packet	✓	1	6
2			
Stamps/Standard Post	✓	1	
Amount	2.70	1	2

(22)

- (b) (i) Piece of equipment and guidelines for safe use 9
 Piece of equipment:
 Guillotine (3)
 Guidelines for safe use (2 x 3)
- Use in accordance with the instructions of the manufacturer/supplier
 - Keep in good condition at all times
 - Have it repaired/serviced by a qualified person
 - Train workers on how to use it
 - Use the guides provided on the surface of the equipment to cut paper to the required size.
- (ii) Duties of employers 10
- Workplace: Provide a safe workplace for employees, safe means of access and exits, safe equipment and safe systems of work
 - Equipment: Provide personal protective equipment to employees if necessary, e.g. safety shoes and reflective clothing
 - Procedures: Provide adequate emergency procedures
 - Safety Statement: Prepare a safety statement which identifies hazards to employees
 - Welfare: Provide adequate welfare facilities.
- (iii) Letters – VDU 3
 Visual Display Unit (22)
- (c) (i) See completed Timesheet below 13

Hygiene Group Services Ltd				Mark(s)	Summary
TIMESHEET					
SITE NAME: PVM Trading Ltd				1	1
Name	Date	Time In	Time Out		
Phil Carr	2 June 2015	7:00	11:00	(4 x 1)	4
Ger Scanlon	2 June 2015	8:00	16:00	(4 x 1)	4
Pat Finn	3 June 2015	9:00	17:00	(4 x 1)	4

- (ii) Method of monitoring timekeeping in a workplace 3

Clock-in and Clock-out: Employees use a time card to record their attendance.

(16)
60

SECTION 4—RETAILING AND THE CONSUMER

Question 7

60 marks

	<u>Marks</u>
(a) (i) 4 marks for correct Profit figures 2 marks for correct % mark-up figures	
(ii) 4 marks for correct Profit figures 2 marks for correct % margin figures	
(iii) 2 marks for difference between mark-up and margin	14
(b) (i) 7 marks for correct answer with workings	
(ii) 3 marks for correct explanation of method	
(iii) 6 marks for correct distinction	16
(c) (i) 26 marks for correct Contract of Employment Employer: Name (2) and Address (1), Employee: Name (1), Job Title (1), Place of Job (1), Start Date (1), Remuneration (2), Hours of Work (2), Lunch Period (2), Duties (2), Annual Leave (2), Retirement Age (1), Sick Leave (1), Notice of Termination of Employment (1), Discipline and Grievance Procedure (1), Type of Pension Scheme (1), Signatures (2), Title (1), Dates (1).	
(ii) 4 marks for correct explanation of term 'industrial relations'	
	<u>30</u>
	60

Solutions (as given or similar)

- (a) (i) Calculation of profit and percentage mark-up 6

Cost price €	Selling price €	Profit €	Percentage (%) Mark-Up
32	38	6 (2)	$6 \div 32 \times 100 = 18.75$ (1)
600	650	50 (2)	$50 \div 600 \times 100 = 8.33$ (1)

- (ii) Calculation of profit and percentage margin 6

Cost price €	Selling price €	Profit €	Percentage (%) Mark-Up
45	50	5 (2)	$5 \div 50 \times 100 = 10$ (1)
600	650	50 (2)	$50 \div 650 \times 100 = 7.69$ (1)

(iii)	Difference between mark-up and margin	2
	<ul style="list-style-type: none"> • Mark-up: Profit is expressed as a percentage of cost price • Margin: Profit is expressed as a percentage of selling price 	(14)
(b)	(i) Promotional Selling Price	7
	<ul style="list-style-type: none"> • Answer: 5.91 • Workings: 7.88×0.75 <u>or</u> $7.88 - (7.88 \times 25 \div 100)$ 	
	(ii) Common method of sales promotion	3
	<ul style="list-style-type: none"> • Free samples • Money-off coupons/vouchers • Free gifts • Prize draws/competitions • Products sold jointly • Free delivery service • Personality promotions • Savings stamps • Credit facilities to creditworthy customers • Late opening, holiday and weekend opening 	
	<p><u>Note:</u> Price reductions with correct explanation (Allow maximum of 2 marks)</p>	
(iii)	Distinction between a refund and a void transaction	6
	Refund:	
	<ul style="list-style-type: none"> • Right of redress for a consumer under the Sale of Goods and Supply of Services Act 1980 • Money given back to a consumer for faulty goods or incorrect pricing by a retailer 	
	Void transaction:	
	<ul style="list-style-type: none"> • The cancellation of a transaction, usually by a supervisor, in a retail outlet • Can occur when a sales assistant charges a consumer for a product incorrectly 	(16)

(c) (i) See completed Contract of Employment Form below

26

CONTRACT OF EMPLOYMENT						Marks	Summary
Parties							
Employer (Name and Address)		One Stop Value Stores Ltd				2	
		The Square,					
		Dundalk,					
		Co. Louth.				1 (Full address)	
Employee (Name)		Mr William Darby				1	4
Job Title						1	
Place of Job						1	
Start Date						1 (Full date)	3
Remuneration						2 (1 + 1)	
Hours of Work						2 (1 + 1)	
Lunch Period						2 (1 + 1)	
Duties						2 (1 + 1)	8
Annual Leave						2 (1 + 1)	
Retirement Age						1	
Sick Leave						1 (Full detail)	
Notice of Termination of Employment						1 (Full detail)	
Discipline and Grievance Procedure						1 (Full detail)	
Type of Pension Scheme						1	7
I have read and fully understand the foregoing Contract of Employment and I agree to abide by the terms of this contract.							
Signed	<i>William Darby</i> (1)	Employee	Date	9 June 2015	1 mark for two fully correct dates		
Signed	<i>Pat Curran</i> (1)	On behalf of employer	Title	Human Resources Manager (1)		Date	9 June 2015
							4

(ii) Industrial Relations: Refers to the relationship between employers and employees in a workplace.

4

(30)
60

Question 8**60 marks**

			<u>Marks</u>
(a)	(i)	8 marks for correct definition of a consumer	8
	(ii)	4 marks for correct size with workings	4
(b)	(i)	10 marks for correct answers	
	(ii)	6 marks for correct Total Costs excluding VAT figures	
		6 marks for correct VAT figures	
		9 marks for correct Total Cost figures	31
(c)	(i)	12 marks for correct letters	
	(ii)	3 marks for correct type of advertising	
	(iii)	2 marks for correct explanation of term 'in-store display'	<u>17</u>
			60

Solutions (as given or similar)

- (a) (i) Definition of a consumer: 8
A person who buys goods or services for his/her own use and not for resale.
- (ii) Best value for money: 4
Size: Large (1)

Size	Workings	Marks
Small	$339 \div 4 = 84.75$	1
Medium	$669 \div 12 = 55.75$	1
Large	$849 \div 18 = 47.17$	1

(12)

- (b) (i) True or False
False, True, True, True, False 10
- (ii) Table – Total Cost 21
- (31)

Quantity	Description	Cost per unit	Total cost excluding VAT	VAT @ 23%	Total cost
		€	€	€	€
10	Stacking Chair	90	900 10 × 90 (1 + 1)	207 (900 × 23%) (1 + 1)	1107 (3)
3	Operator Chair	190	570 3 × 190 (1 + 1)	131.10 570 × 23% (1 + 1)	701.10 (3)
4	Radial Desk	410	1640 4 × 410 (1 + 1)	377.20 1640 × 23% (1 + 1)	2017.20 (3)

- (c) (i) Correct letters
B, A, C 12
- (ii) Type of advertising
Competitive 3
- (iii) In-store display 2
- Means by which goods are displayed within a retail store
 - Includes goods displayed on shop windows, shelves, at checkouts or at the end of aisles
- (17)
60