

Coimisiún na Scrúduithe Stáit
State Examinations Commission

Leaving Certificate Applied 2016

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) 2016

240 marks

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

- (a) (i) Money-off voucher 10

| Relevant Piece of Information | Marks |
|--|-------|
| €10 off shop of €50 | 2 |
| Valid from Thursday 16 June 2016 until Sunday 19 June 2016 | 3 |
| One voucher per single transaction | 2 |
| Terms and conditions apply | 2 |
| Neatness and Logical Presentation | 1 |

Breakdown of marks

- €10 off (1) shop of €50 (1)
 - Valid from (1) Thursday 16 June 2016 (1) until Sunday 19 June 2016 (1)
 - One voucher (1) per single transaction (1)
 - Terms and conditions (1) apply (1)
 - Neatness and logical presentation (1)
- (ii) Two biggest supermarkets from pie chart 2
- Tesco (1) – (24.5)
 - SuperValu Group (1) – (24.5)
- (iii) Three characteristics of supermarkets 12
- Wide range of goods.
 - Sell a wide range of goods, e.g. food and clothing.
 - No credit/cash sales only.
 - Competitive prices.

Other relevant characteristics include:

- Fresh goods: quick turnover of goods
- Loss leaders: cutting prices below market prices (fruit and vegetables)
- Open display: self-service
- Pricing of items: typed label with barcode on shelf
- Bulk buying: head office
- Payment methods: cash and plastic cards
- Facilities: car parking
- Internet: online shopping
- Checkouts: computerised for barcodes
- Advertising/Promotions: regular and aggressive.

- (iv) Two disadvantages of supermarkets 4
- Lack of personal service
 - Long delays at times due to large queues at checkouts.
- Other relevant disadvantages include:
- Temptation for impulse buying
 - Stealing can be a major problem – goods on open display. (28)
- (b) (i) Franchise 2
Londis
- (ii) Chain of Distribution (3 × 2) 6
- Producer
 - Manufacturer
 - Consumer
- (iii) Two services provided by wholesaler to retailer (2 × 5) 10
- Breaks bulk/sells goods in small convenient quantities to retailer (5).
 - New products/keeps retailers informed about new products on the market (5).
- Other relevant services include:
- Delivers goods to retailer
 - Gives credit to retailer
 - Provides goods from a variety of manufacturers. (18)
- (c) (i) True or False (EPOST) 4
True
- (ii) Two personal qualities needed by salesperson (2 × 5) 10
- Ability to listen, needs to listen carefully to establish needs of customer (5).
 - Pleasant/outgoing, enjoys meeting and dealing with customers (5)
 - Other relevant qualities include:
 - Clarity of speech
 - Enthusiasm. (14)

60

Question 2**60 marks**

- (a) (i) Order Form (2×4) + (2×2) 12

| QTY | ITEM No. | ITEM | PRICE | Marks |
|-------|-------------|--|-------------|-----------|
| | | | € | |
| 1 (1) | XW099R2 (1) | Stone Cleaner (1) | 10.49 (1) | 4 (4 × 1) |
| 1 (1) | PZ817R2 (1) | Waspinator (1) | 16.99 (1) | 4 (4 × 1) |
| | | | 27.48 | 2 |
| | | Standard Delivery for existing customers | 4.99 | |
| | | TOTAL | 32.47 | 2 |

- (ii) Type of retailer (3) 3

- Mail order/online retailer
- Non-shop retailer (maximum of 2 marks)

- (iii) Vending machine (2 + 3) 5

Non-shop retailer (2):

Can operate 24 hours per day selling goods such as soft drinks and sweets in a convenient location for customers (3).

(20)

Note: No repetition of non-shop retailer for (ii) and (iii) allowed.

- (a) (i) Two features (4 + 4) 8

- 4.5 Ltr Dust Capacity
- 12 m Cord Length
- 7.4 Kg weight

- (ii) Selling situations (2×3) 6

Self-service: (2 + 1)

- Customer – uses basket or trolley, selects goods on display and pays at checkout.
- Sales assistant – look after stock and guide customer to products of interest.

Counter service: (2 + 1)

- Customer – individual attention provided by sales assistant
- Sales assistant – attempts to satisfy needs of customer by showing products and providing relevant advice.

(14)

- (c) (i) Shop Notices (2 × 3) 6
- Yes: We do not accept cheques
 - No: Only Credit Notes on goods returned
- (ii) Merchantable Quality and Black Friday (2 × 5) 10
- Merchantable Quality:
- Goods should be of reasonable quality taking into account what they are meant to do, price paid and lasting ability.
- Black Friday:
- Biggest shopping day of the year in the US after the Thanksgiving Holiday
 - Marketing scheme for unofficial start of Christmas shopping season – the day following Thanksgiving Day in the US, fourth Thursday of November
 - Retailers offer massively discounted prices to entice Christmas shoppers in shops and online
 - American tradition introduced to Ireland by Amazon over five years ago. (16)
- (d) Suitable approach for salesperson and browsing customer:
- Greet the customer
 - Enquire if customer needs help
 - If customer does not need help, leave customer alone to browse. (10)
- 60

SECTION 2—OFFICE ASSISTANT

Question 3

60 marks

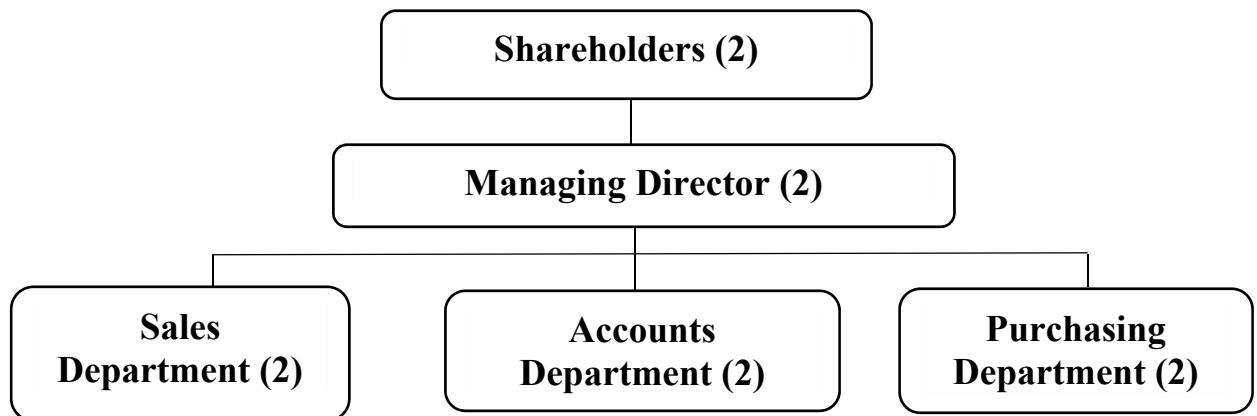
(a) Names (10 × 2)

| | | | |
|-------|----------------|--------|------------------|
| (i) | Santry Anna | (vi) | Sheehan Joe |
| (ii) | Sheahan James | (vii) | Sheehan Mary |
| (iii) | Sheahan Martin | (viii) | Shefflin Annette |
| (iv) | Shealy Chris | (ix) | Sugrue Fionn |
| (v) | Shealy Una | (x) | Sugrue Yvonne |

(20)

(b) (i) Organisation Chart (5 × 2)

10



(ii) Departments and Explanations (2 + 2)

4

- B (1.)
- A (2.)

(iii) Two main roles of sales department (2 × 2)

4

- Ensuring orders are filled on time (2).
- Dealing with queries with regard to sales (2).

Other relevant role:

- Ensuring customer satisfaction

(iv) Piece of office equipment and main function (3 + 1)

4

- Shredder (3)
- To destroy confidential and sensitive documents (1)

(22)

- (c) (i) Main feature of 'closed door style' office layout (2) 2
Some staff have their own offices, e.g. Managing Director.

- (ii) Rate per working hour (3) 3

| | |
|--------------------|---------------------------------|
| Answer: €10.50 (1) | Workings 388.50 (1) ÷ 37 (1) |
|--------------------|---------------------------------|

- (iii) Identify the national minimum hourly rate of pay for an experienced adult worker: 3

€6.65 €8.65 €9.15

(Tick) the most appropriate box.)

- (iv) Deductions on a wage slip (2 + 1) 3

One statutory deduction: PAYE (2)

Other relevant deductions include: PRSI, USC

One non-statutory deduction: Union fees (1)

Other relevant deductions include: Health Insurance, Savings

- (v) Phone memo (2 × 1) + (10 × ½) 7

| Heading | Detail | Marks | Summary |
|---------|---|-------|---------|
| To | Ms Barbara Butler | ½ | |
| Caller | Mr Joe Sheehan, PF Wholesaling Ltd | ½, 1 | |
| Date | 14 June 2016 | 1 | |
| Time | 9.30am | ½ | |
| Message | Please call (½) Mr Joe Sheehan (½) back on 085-1331709 (½) to talk about an issue (½) with regard to the price (½) of the new range of Marianne shoes' (½). | 3 | |
| Signed | Candidate's name | ½ | 7 |

(18)
60

Question 4**60 marks**

(a) (i) Letter of Application

25

Ms Niamh O'Reilly,
Human Resources Manager,
McCarthy Insurance Group,
6 Bridge Street,
Skibbereen,
Co. Cork.
P 81 RX 68 (2)

35 Well Court,
Clonakilty,
Co. Cork. (2)

14 June 2016 (2)

Re: Job Vacancy for Experienced Office Administrator (1)

Dear Ms O'Reilly, (2)

Further to the recent advertisement in the Appointments section of the local newspaper (1), I wish to apply for the position of Office Administrator. (1)

As an experienced Office Administrator (1), I am proficient in general office duties (1). I enjoy filing (1) and keeping records up-to-date (1). I have also been responsible for office equipment (1) and supplies (1) in my career to date.

I am self-motivated (1) and target driven (1). I have excellent organisational (1) and time management skills (1).

Thank you for considering my application for the position (1) and I look forward to hearing from you in the near future (1).

Yours sincerely, (1)
Brian O'Doherty (1)
BRIAN O'DOHERTY

(25)

| Heading | Detail | Marks | Summary |
|------------------------------|---|-------|---------|
| Sender's address | 35 Well Court, Clonakilty, Co. Cork | 2 | |
| Recipient's name and address | Ms Niamh O'Reilly, HRM, McCarthy Insurance Group, 6 Bridge Street, Skibbereen, Co. Cork | 2 | |
| Date | 14 June 2016 | 2 | |
| Re | Job Vacancy for Experienced Office Administrator | 1 | |
| Opening | Dear Ms O'Reilly | 2 | |
| Introduction | Newspaper ad, apply for position | 2 | |
| Duties & Responsibilities | Experienced and proficient, filing & records, office equipment & supplies | 6 | |
| Personal requirements | Self-motivated and target driven, organisational and time management skills | 4 | |
| Wrap-up | Thanks, future | 2 | |
| Closing and Signature | Yours sincerely, B O'D | 2 | 25 |

(ii) Addressing of envelope

5

| |
|--|
| <p>Ms Niamh O'Reilly, (1) Human Resources Manager, (1) McCarthy Insurance Group, (½) 6 Bridge Street, (½) Skibbereen, (½) Co. Cork. (½) P 81 RX 68</p> |
|--|

Layout and Neatness (1)

5

| Heading | Detail | Marks | Summary |
|-------------------|--------------------------|-------|---------|
| Recipient's name | Ms Niamh O'Reilly | 1 | |
| Recipient's title | HRM | 1 | |
| Recipient's firm | McCarthy Insurance Group | ½ | |
| Address (Line 1) | 6 Bridge Street | ½ | |
| Address (Line 2) | Skibbereen | ½ | |
| Address (Line 3) | Co. Cork | ½ | |
| Postcode | P 81 RX 68 | | |
| Layout & neatness | | 1 | 5 |

(30)

- (b) (i) Two advantages of an efficient filing system 12
- Locating files: Easy to locate files when needed as files are not lost or misplaced.
 - Expansion: Easy to expand system (add new files) if needed.
- (ii) Method of filing (4 × 1) 4

| Type of Information | Method of Filing |
|-------------------------------------|------------------|
| 24, 25, 26 | Numerical (1) |
| Cork City, Skibbereen, Mitchelstown | Geographical (1) |
| Life, Motor, Health | Subject (1) |
| Doyle, Flynn, O'Doherty | Alphabetical (1) |

(16)

- (c) (i) Office Equipment (2 + 3) 5
- Piece of equipment: Filing cabinet (2)
 - Function: To store documents and information manually (3)
- (ii) Cash receipt (2 + 2) 4

| Rainey Office Supplies Ltd | |
|-----------------------------------|------------------|
| | € |
| A4 Lever Arch Files | 5.97 |
| Punched Pockets | 4.46 |
| (i) TOTAL DUE | 10.43 (2) |
| CASH | 20.00 |
| (ii) CHANGE DUE | 9.57 (2) |

- (iii) If rounding was used by Rainey Office Supplies Ltd, calculate the 'CHANGE DUE' to the nearest five cent:

Answer: €9.55



2

- (iv) One benefit of rounding for businesses. (3) 3
- Less need for 1 cent and 2 cent coins
 - Less counting of coins

(14)
60

SECTION 3—OFFICE PRACTICE

Question 5

60 marks

(a) See completed Analysed Receipts and Payments Book below

(40)

| Analysed Receipts and Payments Book of Naomh Eoin GAA Club | | | | | | | | | | |
|---|---------------|-------|---|------------------|-------|-----------|------------|----------|---------|-------|
| Date | Details | Total | Date | Details | Total | Equipment | Club Lotto | Referees | Medical | Other |
| 2016 | | € | 2016 | | € | € | € | € | € | € |
| May 1 | Balance | 2500 | May 4 | Referee Expenses | 170 | | | 170 | | |
| May 5 | Sponsorship | 1300 | May 16 | Medical Expenses | 410 | | | | 410 | |
| May 11 | Lotto Sales | 920 | May 19 | Lotto Winner | 500 | | 500 | | | |
| May 20 | Gate Receipts | 350 | May 21 | Bus Hire | 250 | | | | | 250 |
| | | | May 23 | Goalposts | 900 | 900 | | | | |
| | | | May 27 | Postage Expenses | 100 | | | | | 100 |
| | | | May 31 | Balance c/d | 2740 | | | | | |
| | | 5070 | | | 5070 | 900 | 500 | 170 | 410 | 350 |
| June 1 | Balance b/d | 2740 | | | | | | | | |
| Dates 2 (1 + 1) Headings 9 (9 × 1) Figures 15 (15 × 1) | | | Totals 7 (7 × 1) Balances 6 (3 × 2) [1 mark for words and 1 mark for figure] Neatness 1m | | | | | | | |

(b) Lodgement slip and receipt (10 + 4)

14

Lodgement slip (10)

| | | Mark(s) | Summary |
|----------------|---------------------|---------|---------|
| Sorting Code | 990638 | 1 | |
| Account Number | 6106112076 | 1 | |
| Account Name | Naomh Eoin GAA Club | 1 | |
| Address | Myshall, Co. Carlow | 1 | |
| Paid in by | Colm Connolly | 1 | |
| Date | 30 May 2016 | 1 | |
| Notes | 285.00 | 1 | |
| Coin | 65.00 | 1 | |
| Sub Total | 350.00 | 1 | |
| Total | 350.00 | 1 | 10 |

Lodgement receipt (4)

| | | Mark(s) | Summary |
|----------------|---------------------|---------|---------|
| Sorting Code | 990638 | 1 | |
| Account Number | 6106112076 | 1 | |
| Account Name | Naomh Eoin GAA Club | 1 | |
| Total | 350.00 | 1 | 4 |

(14)

(c) Registered post (4 + 2)

6

- Used for the secure delivery of valuable items or documents by An Post.
- Items are insured to the value declared by sender to a maximum
- Amount set by An Post.

Other relevant points include:

- Used where proof of delivery is required by sender
- Receives priority handling by An Post
- Unique reference number can be used to progress of the delivery through the An Post website.

(6)

60

Question 6**60 marks**

(a) (i) Hazard 13

Anything at work which might cause an employee harm (5)

Examples (4 × 2)

- Filing cabinet - bottom drawer open
- Exit door – person lifting box behind door
- Electric cable – running across floor
- Chair – person on phone rocking on chair with feet on desk

Other relevant examples include:

- Woman standing on foot stool at cabinet
- Plant and fire extinguisher on floor
- Overloaded power socket on wall
- Person chatting and carrying four boxes
- Kettle on desk boiling over
- Person using knife to cut paper to size

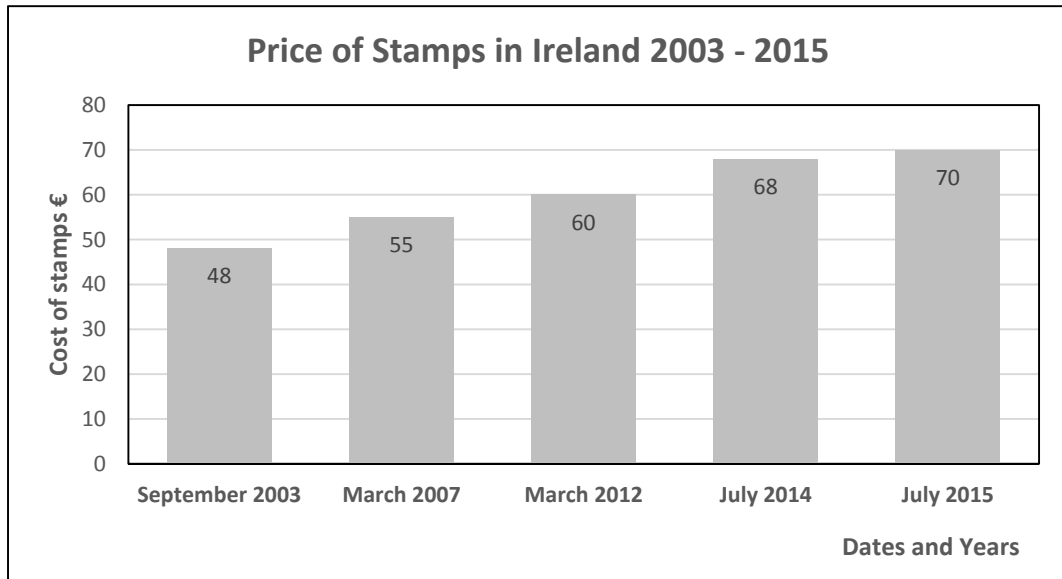
(ii) Duties of employees (2 × 2) 4

- Own safety: To take reasonable care of their own safety and not pose a danger to the safety of colleagues by their own actions (2).
- Co-operation: To co-operate with employer on health and safety (2).

Other relevant duties include:

- Clothing and Equipment: Use protective clothing and equipment provided.
- Defects: Report any defects which may cause hazards.
- Machines or Chemicals: Use machines or chemicals safely. (17)

- (b) (i) State provider of postal services in Ireland An Post (2) 2
- (ii) Bar chart 15



| | Marks |
|--|------------|
| Title | 1 |
| 5 distinct bars | 10 (5 × 2) |
| Bars – correct order and consistent widths | 2 (1 + 1) |
| Vertical axis labels | 1 |
| Horizontal axis labels | 1 |

- (iii) Amount received from chief cashier €68 (5) 5
- (iv) Imprest (2) 2
 Fixed amount of money (float) (1) a Petty Cashier has at the start of a given period of time to cover small expenses in a business (1). Imprest system is normally used to record Petty Cash. (24)

(c) (i) See completed Record of Visitors form below

15

| RECORD OF VISITORS | | | | | | Marks |
|-------------------------------|----------------|-----------------|-----------------------|-------------------------------|-------------------------------------|--------------|
| Date: 14 June 2016 (3) | | | | | | 3 |
| Name | Time In | Time Out | Organisation | Purpose of visit | Receptionist (Initials only) | |
| John Ward | 9.00 am | 9.05 am | Wallace Logistics Ltd | Collect key for warehouse | CN | |
| Harry Russell | 9.35 am | 9.55 am | Ace Safety Ltd | Check security cameras | CN | |
| Deirdre O'Malley | 10.40 am | 10.50 am | Gill Design Ltd | Deliver promotional materials | CN | |
| Gail Barry | 1.05 pm | 1.10 pm | Catering World Ltd | Deliver sandwiches for staff | CN | |
| (2) | (2) | (2) | (2) | (2) | (2) | 15 |

(ii) Grooming and hygiene in the workplace (2 × 2)

4

- Clothes (1): Appropriate for the working environment, clean, neat and well-pressed (1).
- Hair (1): Hair should be well-groomed and tidy with hairstyle appropriate for working environment (1).

(19)
60

SECTION 4—RETAILING AND THE CONSUMER

Question 7

60 marks

- (a) (i) Trader (4)
 Person who buys goods or services for resale 4
- (ii) Calculation of profit and percentage mark-up (4×1) + (4×2) 12

| Cost price € | Selling price € | Profit € | Percentage (%) Mark-Up |
|-----------------|--------------------|-------------|-----------------------------------|
| 125 | 185 | 60 (1) | $60 \div 125 \times 100 = 48$ (2) |
| 75 | 90 | 15 (1) | $15 \div 75 \times 100 = 20$ (2) |
| 12 | 36 | 24 (1) | $24 \div 12 \times 100 = 200$ (2) |
| 300 | 330 | 30 (1) | $30 \div 300 \times 100 = 10$ (2) |
| Marks | | 4 | 8 |

(16)

- (b) (i) Responsibilities of an employee (Senan Gleeson) (3 + 2)
- Day's work: do an honest day's work (3).
 - Property: respect employer's property (2).
- Other relevant responsibilities include:
- Interests of firm: Work at all times in interest of firm.
 - Information: Keep confidential appropriate information.
 - Punctuality: Arrive to work on time.
 - Health and Safety: Respect health and safety rules. 5

| P-H-B Suppliers Ltd | | | | |
|---|--------------------------|-------------------------|-------------------------|-------------------|
| Cashel Road, Clonmel, Co. Tipperary | | | CREDIT NOTE No: 422 (1) | |
| Telephone: 052- 6125151 | | VAT Reg. No. IE 3070113 | | |
| Fax: 052- 9146057 | | | | |
| E-mail: administration@p-h-bsuppliersltd.ie | | | | |
| | | Date: 14 June 2016 (1) | | |
| | | Order No.: 603 (1) | | |
| E J Fitzgerald (1) | | | | |
| Clonmel Road | | | | |
| Cashel | | (1) | | |
| Co Tipperary | | | | |
| QUANTITY | DESCRIPTION | MODEL No. | PRICE EACH € | TOTAL € |
| 2 (1) | 800 mm bi-fold doors (1) | BFD 800 (1) | 180.00 (1) | 360.00 (1) |
| Reason: Badly scratched (2) | | | | |
| Total (excluding VAT) | | | | 360.00 (1) |
| Trade Discount | | | | 36.00 (1) |
| Subtotal | | | | 324.00 (1) |
| VAT | | | | 74.52 (1) |
| E & O E | | | | 398.52 (1) |

(22)

(c) (i) Completing a cheque (16)

16

| Heading | Detail | Mark(s) |
|-------------------|--|---------|
| Date | 14 June 2016 | 3 |
| Pay | PP Oil Ltd | 4 |
| Amount in figures | 167.50 | 3 |
| Amount in words | One hundred and Sixty Seven euro, fifty cent | 3 |
| Signature | Fran Lawlor | 3 |

(ii) Drawer and payee (1 + 1)

2

- Drawer: Fran Lawlor (1)
- Payee: PP Oil Ltd (1)

(iii) Procedures for accepting cheques (2 × 2)

4

- Date: Ensure that the date is valid (2).
- Amount: Ensure amount in words matches amount in figures (2).

(22)

60

Question 8**60 marks**

(a) (i)

7

| Answer | |
|---------------|-----------|
| Amount saved: | €1.38 (2) |

| Workings |
|--|
| $2 (1) \times 2.29 (1) = 4.58 (1) - 3.20 (1) = 1.38 (1)$ |

(ii) Sales Promotion technique (2)

2

- Buy One Get One Free
- Percentage extra free
- Prize draws/competitions
- Free samples
- Savings stamps
- Free gifts
- Free delivery service
- Personality promotions

(iii) Main aim of sales promotion (2)

2

Increase sales by providing an incentive to consumers to buy a particular product (2).

(11)

(b) (i) True or False (5×2)

10

False, True, True, True, False

(ii) Importance of elements in layout of retail organisation (2×5)

10

- Entrance: Located at one side of store to ensure shoppers walk down as many aisles (2) as possible before leaving the store (3).
- End of aisle: Often used for special offers (3 for 2) (2) or goods store wants to sell (near sell by date) (3). (20)

(c) (i) Table – Total Cost $(4 \times 1) + (4 \times 2) + (4 \times 2)$

20

| Quantity | Description | Cost per unit | Total cost excluding VAT | VAT @ 23% | Total cost |
|----------|---------------|---------------|--------------------------|--------------|---------------|
| | | € | € | € | € |
| 2 | Armchairs | 250 | 500 | 115 | 615 |
| 12 | Reading Lamps | 36 | 432 | 99.36 | 531.36 |
| 6 | Mirrors | 25 | 150 | 34.50 | 184.50 |
| 8 | Coffee Tables | 45 | 360 | 82.80 | 442.80 |
| Marks | | | 4 (4 × 1) | 8 (4 × 2) | 8 (4 × 2) |

(ii) Parties involved in dispute (4 + 4)

8

- Dunnes Stores (4)
- Mandate (4)

(iii) Shop steward (1)

1

Elected by workers as trade union representative in a workplace (1).

(29)
60

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