



Coimisiún na Scrúduithe Stáit
State Examinations Commission

**LEAVING CERTIFICATE
APPLIED 2010**

MARKING SCHEME

**OFFICE
ADMINISTRATION &
CUSTOMER CARE
(WRITTEN)**

COMMON LEVEL

Riarachán Oifige agus Cúram Custaiméirí (Scríofa)

Office Administration and Customer Care (Written)

240 marcanna 240 marks

Achoimre na marcanna Summary of marks

| | |
|-------------------|---|
| C1 Q1 (60) | (a) 20 (5×4), (b) 4; 18 (6×3), (c) 18 (6×3) |
| C2 Q2 (60) | (a) 18 (6×3), (b) 18 (6×3), (c) 24 (6×4) |
| C3 Q3 (60) | (a) 30 (3×10), (b) 30 (6×5) |
| C4 Q4 (60) | (a) 5 (1×5); 25 (5×5); (b) 18 (6×3); (c) 12 (3×4) |
| C5 Q5 (60) | (a) 22 ($1 + 5 \times 4 + 1$); (b) 38 ($2 + 6 + 20 + 6 + 4$) |
| C6 Q6 (60) | (a) 25 (5×5); (b) 20 (5×4); (c) 15 (5×3) |
| C7 Q7 (60) | (a) 15 ($8 + 7$); (b) 15 (5×3) (c) 30 (6×5) |
| C8 Q8 (60) | (a) 30 ($10 (2 \times 5)$); 20 (4×5) (b) 5 ($3 + 2$) (c) 25 (2×5 ; 2×5 ; 1×5) |

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

Reasonable accommodation

Where a candidate has been granted, and availed of, the aid of a scribe, a tape recorder or a spell-enabled computer, or has been granted a spelling or grammar exemption, a modified interpretation of this marking scheme will apply to this paper.

SECTION 1—RETAILING AND SELLING

Ceist 1 Question 1

60 marks

| | Marcanna Marks |
|---|------------------|
| (a) 5 marks for each of four points (5 x 4); use grid #1 | ... 20 |
| (b) (i) 4 marks for marking | ... 4 |
| (ii) 6 marks for each of three ways (6 x 3) | ... 18 |
| (c) 6 marks for each of three reasons (6 x 3) | ... <u>18</u> |
| | <u>60</u> |

Solutions (*as given or similar*)

- (a) (1) Check the customer's receipt to see that she bought the shoes in the store.
(2) Explain to her that she is not legally entitled to an exchange or a refund because the goods are of merchantable quality and fit for the purpose intended.
(3) State that a change of mind does not entitle her to a refund or to an exchange (Sale of Goods Act 1980). (*This point is essential*).
(4) As a gesture of goodwill, offer a credit note. (20)
- (b) (i) a bar code (4)
(ii) Any **three** of the following:
(1) To scan prices at the checkout
(2) To keep a record of stocks for each product
(3) To be able to re-order stock automatically
(4) Country of origin
(5) Type of product (18)
- (c) Any **three** of the following:
(1) Wider choice of shops
(2) Better selection of restaurants and coffee shops
(3) Better public transport
(4) Support local businesses
(5) Easier to reach or lower transport costs
(6) Greater variety of products
(7) Better atmosphere (18)
-

Ceist 2 Question 2

60 marks

| | Marcanna Marks |
|--|------------------|
| (a) 6 marks for each of three ways (6 x 3) | ... 18 |
| (b) 6 marks for each of three measures (6 x 3) | ... 18 |
| (c) 6 marks for each of four services (6 x 4) | ... <u>24</u> |
| | <u>60</u> |

Solutions (as given or similar)

(a) Any **three** of the following:

- (1) Send circulars to local businesses offering special deals to employees of these businesses
- (2) Open earlier and close later
- (3) Special breakfast or lunch deal for regular customers
- (4) Lower prices
- (5) Loyalty cards or points

(18)

(b) Any **three** of the following:

- (1) Use a secure site.
- (2) Shop only with known and trusted merchants.
- (3) Use antivirus software i.e. Nortons.
- (4) Use Paypal.
- (5) A 3V card allows you to have only a certain amount of credit on your card so that you limit your losses.

(18)

(c) **Manufacturer**

- (1) Buys big quantities.
- (2) Stores the products.

Retailer

- (1) Supplies retailers with the products they need in the quantities they can hold.
- (2) May deliver the goods or provide credit. (*Can count for two points*).

(24)

SECTION 2—OFFICE ASSISTANT

Ceist 3 Question 3

60 marks

Marcanna Marks

(a) 3 marks for each of 10 names arranged in alphabetical order (3×10)

... 30

(b) 6 marks for each of five points (6×5)

... 30

60

Solutions

(a)

- | | | | |
|-------|----------------|--------|---------------|
| (i) | Ann Cahill | (vi) | Eugene Carey |
| (ii) | Michael Cahill | (vii) | Una Carney |
| (iii) | Eamon Cahir | (viii) | Tom Carr |
| (iv) | James Cahir | (ix) | Aisling Casey |
| (v) | Peter Cardin | (xi) | Mary Crowe |

(30)

Note: For an attempt, say, first name in alphabetical order, allow 1 mark each. For example, Aisling Casey, Ann Cahill, Eamon Cahir, Eugene Carey, etc.

(a) *Any **five** of the following points:*

- (1) Sign for registered post.
- (2) Open general post. Do not open post marked 'private', 'personal' or 'confidential', or post addressed to other businesses.
- (3) Date stamp each item of post opened.
- (4) Check envelopes for enclosures and attach to main document using a clip or staple.
- (5) Record cheques received in a receipt book and monies received in the remittance book.
- (6) Distribute post to individual trays or pigeon holes.

(30)

| | Marcanna Marks |
|--|-----------------------|
| (a) 1 mark for each of five items in layout (1×5) | ... 5 |
| 5 marks for each of five points in content (5×5) | ... 25 |
| (b) 6 marks for each of three duties (6×3) | ... 18 |
| (c) 3 marks for each of four items (3×4) | ... <u>12</u> |
| | <u>60</u> |

Solutions (*as given or similar*)

(a)

**Murphy's Restaurant
Dundalk Shopping Centre
Dundalk
Co Louth**

15 June 2010

Mr John Ryan
20 Mourne Heights
Dundalk

Dear Mr Ryan

In response to your letter outlining your complaints in relation to a meal you and your wife had in our restaurant and also your concern about the standard of service, we would like to offer our apologies to you and your wife.

Unfortunately, both the head waiter and I were away that evening. The waiter dealing with you was a trainee and did not have enough experience to deal with your complaint. In relation to your meal our usual chef was not on duty. I have spoken to the replacement chef about the poor quality of your meals and I can assure you this will not happen again.

We would like to offer you and your wife a four-course meal on any evening of your choice.

Yours sincerely

Pat O'Connor
Manager

(30)

(b) Any **three** of the following:

- (1) Deals with enquiries from the public and takes reservations
- (2) Checks in guests
- (3) Operates switchboard
- (4) Types letters
- (5) Sends e-mails
- (6) General administrative duties

(18)

(c)

Hello! You have reached the office of Dargan and Company Limited. We apologise that no-one is available to take your call. Please leave your name, number and message after the beep and we will contact you as soon as possible.

(12)

SECTION 3—OFFICE PRACTICE

Ceist 5 Question 5

60 marks

Marcanna Marks

(a) Dates: 1; names: 5; addresses: 5; details: 5; costs: 5; total: 1

... 22

(b) Dates: 2; details: 6 (0.5 × 12); figures: 20; totals: 6; balances: 4

... 38

60

Solutions (as given)

(a)

Outgoing Postage Book

| Date | Name | Address | Details | Cost |
|--------------|------------------------|----------------|-------------------|-------------|
| 10 May, 2010 | Rouse Ltd | Sligo | Invoice | €0.55 |
| 10 May, 2010 | Patrick Whelan | Athlone | Registered letter | €2.80 |
| 10 May, 2010 | Thomas O'Driscoll & Co | Ennis | Letter | €0.55 |
| 10 May, 2010 | Dwyer & Co Ltd | Tralee | Package | €6.40 |
| 10 May, 2010 | Flynn & Co Ltd | Cork | Statement | €0.55 |
| | | | Total | €10.85 |

(22)

Note: Disregard missing row in the table and make appropriate allowances, namely, four pieces of information or extra line.

(b)

Receipts and payments account

| Date | Details | Total | Date | Details | Total | Equipment | Travel | Referee's expenses | Other |
|--------|--------------------------|----------|--------|-----------------------|----------|-----------|---------|--------------------|---------|
| 3 May | Game receipts | €740.00 | 1 May | Hire of bus | €250.00 | | €250.00 | | |
| 10 May | Membership subscriptions | €730.00 | 5 May | Purchase of equipment | €110.00 | €110.00 | | | |
| 17 May | Sponsorship cheque (CU) | €1500.00 | 8 May | Hire of bus | €360.00 | | €360.00 | | |
| 21 May | Game receipts | €960.00 | 14 May | Referee's expenses | €90.00 | | | €90.00 | |
| | | | 20 May | Purchase of team kit | €600.00 | €600.00 | | | |
| | | | 21 May | Team refreshments | €140.00 | | | | €140.00 |
| | | | 27 May | Affiliation fees | €250.00 | | | | €250.00 |
| | | | 30 May | Referee's expenses | €130.00 | | | €130.00 | |
| | | | 31 May | Balance c/d | €2000.00 | | | | |
| | | €3930.00 | | | €3930.00 | €710.00 | €610.00 | €220.00 | €390.00 |
| 1 June | Balance b/d | €2000.00 | | | | | | | |

(38)

- (a) 5 marks (2 + 3) for each of five things (5 × 5)
(b) 5 marks for each of four factors (5 × 4)
(c) 5 marks for each of three tasks (5 × 3)

Marcanna Marks

... 25
... 20
... 15
60

Solutions (as given or similar)

(a) Any **five** of the following points:

(1) Woman standing on tip toes on swivel chair which can move
Reason: She is in danger of falling.

(2) An overloaded socket
Reason: Could overheat and cause a fire.

(3) Wires crisscrossing from socket to desk.
Reason: Could cause one of staff to trip.

(4) No window blind causing glare
Reason: Staff member could develop eyestrain.

(5) Staff member sitting incorrectly on stool.
Reason: Could cause back strain

(6) File left on floor
Reason: Person could easily trip and be injured.

(7) Staff member eating and drinking at her desk
Reason: Could damage equipment or documents

(8) Door opening into confined area
Reason: Could result in damage or injury

(25)

(b) Any **four** of the following:

- (1) Maintenance costs; budget
- (2) Uses for the printer; type, size and colour of paper
- (3) Importance of speed
- (4) Volume of work
- (5) Cost of ink
- (6) Quality or reliability
- (7) Easy to use

(20)

- (c) (1) Wages and salaries; explanation (2 + 3)
 (2) Budgets; explanation (2 + 3)
 (3) Accounts; explanation (2 + 3) (15)

SECTION 4—RETAILING AND THE CONSUMER

Ceist 7 Question 7 **60 marks**

Marcanna Marks

- (a) (1) Up to 8 marks for the first point and 7 marks for the second (8 + 7)... 15
 (2) 5 marks for each of three points (5 × 3); **use grid #1** ... 15
 (3) 6 marks for each of 5 items (6 × 5) ... 30
60

Solutions

(a) Customer service means providing a product or service of sufficient quality and in a manner that reaches or exceeds the customers' expectations—going the extra mile—making your business stand out from the others.

(15)

Note: Allow 8 marks for a short answer, for example:

Customer service means dealing with the return of goods to a shop

(b) "I am sorry madam that I cannot serve you before other customers who are ahead of you in the queue. Could you please return to your original position in the queue? I will serve you once I have finished dealing with other customers who are ahead of you. I think you will appreciate this is the only fair way. Thank you for your cooperation".

(15)

(c) True; true; false; false; true

(30)

Ceist 8 Question 8 **60 marks**

Marcanna Marks

- (a) 2 marks for each correct profit item (2 × 5) ... 10
 4 marks for each correct percentage mark-up (4 × 5) ... 20
 (b) (i) 3 marks for explanation (1 × 3) ... 3
 (ii) 2 marks for destination ... 2
 (c) 2 marks for each of five costs (2 × 5)
 2 marks for each of five VAT items (2 × 5)
 1 mark for each of five totals (1 × 5) 25

60

Solutions (as given)

(a)

| Cost price € | Selling price € | Profit € | % mark up |
|--------------|-----------------|----------|-----------|
| 200.00 | 250.00 | 50.00 | 25.0 |
| 75.00 | 100.00 | 25.00 | 33.3 |
| 250.00 | 275.00 | 25.00 | 10.0 |
| 600.00 | 840.00 | 240.00 | 40.0 |
| 800.00 | 816.00 | 16.00 | 2.0 |

(30)

(b) (1) Value added tax

(2) The Government or Revenue Commissioners

(5)

(c)

| Quantity | Description | Cost € per unit | Cost € excluding VAT | VAT @ 21.5% | Total € |
|----------|----------------------|-----------------|----------------------|-------------|---------|
| 2 | Microwave ovens | 150.00 | 300.00 | 64.5 | 364.5 |
| 4 | Toasters | 50.00 | 200.00 | 43.0 | 243.0 |
| 3 | Electric kettles | 60.00 | 180.00 | 38.7 | 218.7 |
| 4 | Electric food mixers | 125.00 | 500.00 | 107.5 | 607.5 |
| 1 | Dishwasher | 350.00 | 350.00 | 75.25 | 425.25 |

(25)

Grid 1 (mark out of 5)

| attempt | poor | fair | good | excellent |
|---------|------|------|------|-----------|
| 1 | 2 | 3 | 4 | 5 |

Grid 2 (mark out of 10)

| attempt | poor | fair | good | excellent |
|---------|------|------|------|-----------|
| 1, 2 | 3, 4 | 5, 6 | 7, 8 | 9, 10 |

General note

Open or closed punctuation is acceptable
