



**2011 Administration**

**Intermediate 2 – Paper 1**

**Finalised Marking Instructions**

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## SECTION A

Read the following case study and answer the questions which follow.

Attempt **all** 5 questions.

Answers are to be written in the answer booklet provided.

Customer service is provided to customers before, during and after purchasing and using goods and services. Good customer service provides an experience that meets customer expectations and means “putting the customer first”.

Good customer service creates advantages not only for customers but for the business too. It has become a key factor in helping organisations keep customers in a competitive market. It is often good customer service that wins customers in the first place. However, it is not always easy to achieve good standards of customer service. It takes time to establish and requires investment to deliver consistent standards.

Adapted from [www.thetimes100.co.uk](http://www.thetimes100.co.uk), Edition 14. First Direct Case Study

		Marks
1	(a) Outline <b>one</b> method of providing good customer service.	1
	<ul style="list-style-type: none"> <li>• Provide effective communication with customers</li> <li>• Listen to customers</li> <li>• Regularly update customers/keep in touch with customers</li> <li>• Provide staff to welcome customers</li> <li>• Ensure staff are polite to customers</li> <li>• Provide staff with customer service training</li> <li>• Provide a complaints procedure</li> <li>• Provide customers with warranties/guarantees/after sales service</li> <li>• Answering enquiries quickly</li> </ul> <p>Do not accept discounts/money off/loyalty cards/market research</p>	
	(b) Suggest <b>3</b> effects of poor customer service by an organisation.	3
	<ul style="list-style-type: none"> <li>• Customers will take their business elsewhere</li> <li>• Difficult to attract new customers</li> <li>• Reduced sales/profit</li> <li>• Organisation gets a bad reputation/customers tell others</li> <li>• High staff turnover</li> <li>• Staff lack motivation</li> <li>• High staff absenteeism</li> <li>• Legal action can be taken against company</li> <li>• Complaints increase</li> <li>• Organisation fails/closes</li> </ul> <p>Do not accept lose money</p>	

		Marks
2	(a) Justify the use of fixed term contracts by an organisation.	2
	<ul style="list-style-type: none"> <li>• Fixed term contracts can be used for busy periods</li> <li>• Fixed term contracts can be used for special one-off jobs/tasks</li> <li>• Fixed term contracts can be used to cover career breaks/maternity leave</li> <li>• Fixed term contracts can be used as a trial period for new employees</li> <li>• Fixed term contracts can be used as a training period for new employees eg NQT in schools</li> <li>• Allows organisation to employ staff when required thus saving on salaries or being left with staff they no longer need</li> </ul> <p>Do not accept any features, outline or description of a fixed term contract Do not accept any justification for an employee</p>	
	(b) Identify <b>2</b> responsibilities of an employee under the Health and Safety at Work Act 1974.	2
	<ul style="list-style-type: none"> <li>• Take reasonable care for their own safety (and the safety of other employees)</li> <li>• Co-operate with employer</li> <li>• Must use equipment properly and safely</li> <li>• Must not interfere/damage/tamper with equipment</li> <li>• Must wear protective clothing, if required</li> <li>• Must report any unsafe equipment</li> <li>• Be aware of the H&amp;S procedures within the organisation (eg where the first aider is located)</li> </ul>	
3	(a) Describe the purpose of an itinerary.	2
	<p>The purpose of an itinerary is to</p> <ul style="list-style-type: none"> <li>• outline what is going to take place on a business trip, and to inform the traveller of their daily tasks/events</li> <li>• find out check-in/departure times, to ensure they do not miss their travel</li> <li>• check details of check-in/departure, to allow them to go to the correct desk/gate/platform</li> <li>• check accommodation details, and the method of transport to get there</li> <li>• check <b>meeting/appointment/function</b> times/venues, so that they arrive at the correct place/correct time</li> <li>• check any documentation required for a <b>meeting/appointment/function</b>, so that they are well prepared</li> </ul> <p>Only ONE description for 2 marks. Do not accept a description of the document itself Do not accept - when and where they are going</p>	

		Marks
	(b) Justify an organisation's use of a Travel and Accommodation Request Form.	2
	<ul style="list-style-type: none"> <li>• Ensures administrator receives the essential travel /accommodation requirements of the member of staff</li> <li>• Form is in writing and signed by member of staff therefore there should be no dispute over what was requested</li> <li>• Reduces the chance of misunderstandings which may result in unsuitable travel arrangements/unsuitable accommodation/missed appointments</li> <li>• Mistakes are expensive – so saves money</li> <li>• Allows the traveller to fill out details about what they want on a business trip</li> </ul> <p>Do not accept vague references to traveller's requirements – must be the use of the form</p>	
4	(a) Identify <b>2</b> storage devices an Administrative Assistant may use to back up electronic files.	2
	<ul style="list-style-type: none"> <li>• Zip disk/external hard drive</li> <li>• CD</li> <li>• DVD</li> <li>• Pen/stick drive</li> <li>• Floppy disk</li> <li>• Smart phone/I-phone/Blackberry</li> <li>• Memory Card</li> <li>• USB (memory) stick</li> <li>• Back up tape for server</li> </ul> <p>Do not accept hard drive/server/dongle</p>	
	(b) Suggest <b>2</b> benefits to the organisation of communicating by email.	2
	<ul style="list-style-type: none"> <li>• Fast – messages can be sent instantly anywhere in the world</li> <li>• Inexpensive – cheaper than making a telephone call/posting a letter – email can be sent, received, read and then deleted without using any paper</li> <li>• Convenient – can be used at any time of the day</li> <li>• Reliable – more reliable than regular mail – you know that the message has been delivered</li> <li>• Written record – can be saved for future reference</li> <li>• Files can be attached</li> <li>• Can be sent to more than one recipient simultaneously</li> <li>• Can be accessed outwith the office</li> <li>• Secure – messages are secured by a password or can be encrypted ensuring they are read by the intended recipient only</li> </ul> <p>Do not accept received instantly</p>	

		Marks	
5	(a)	Describe the use of <b>one</b> document used by the Human Resources Department in the recruitment process.	2
		<ul style="list-style-type: none"> <li>• Job Advert – to detail the main points of the job, eg the name of the post, the duties, the salary, the hours</li> <li>• Job description – to detail the main points of the job – contains information on: the duties of the post, the rate of pay, the hours of work, the skills and qualifications required</li> <li>• Person specification – to detail the type of person required for the job eg qualifications, skills and personal qualities</li> <li>• Application Form – sent to candidates, to allow them to apply for the job/complete with full information about themselves in a standardised format</li> </ul> <p>The document must be identified – no mark given for ID Must be part of the recruitment process not selection</p> <p>Do not accept a job description describes a job Do not accept features of the document on its own – must state the use of the document</p>	
	(b)	Outline <b>2</b> activities an Administrative Assistant may be asked to carry out in the Finance Department.	2
		<ul style="list-style-type: none"> <li>• Check invoices, credit notes, statement from suppliers</li> <li>• Banks cash/cheques received from customers</li> <li>• Records cash/cheques received from customers</li> <li>• Issues petty cash</li> <li>• Calculates hours worked by staff from time cards</li> <li>• Sending out invoices</li> </ul> <p>Do not accept - Deals with/handles petty cash/staff wages/..... Do not accept - Pay wages/suppliers</p> <p>Ensure any activities are Admin Assistant activities related to the Finance Department Ensure each activity outlined is a different area within the Finance Department</p>	

[Turn over for SECTION B]

		Marks
1	(a) Outline <b>2</b> factors an Administrative Assistant should consider when choosing a method of travel for a business trip.	2
	<ul style="list-style-type: none"> <li>• Organisation's policy - for example, using train travel only within UK</li> <li>• Loyalty schemes with particular travel firms</li> <li>• Employee status within organisation</li> <li>• Traveller's preference/requirements</li> <li>• Distance being travelled</li> <li>• Time restrictions – duration of trip</li> <li>• Budget available</li> <li>• Facilities available eg wireless connection</li> <li>• Duration of travel</li> </ul>	
	(b) Compare a Skills Scan and a Training Request Form.	2
	<ul style="list-style-type: none"> <li>• Both are completed by the employee</li> <li>• Both are discussed at an annual review/appraisal</li> <li>• Both allow the employer to identify areas requiring training/development</li> <li>• Both are signed by the line manager</li> <li>• Both should help employee stay motivated and allow them to progress</li> <li>• A Skills Scan identifies a need for training whereas a Training Request Form identifies the actual training employees want to attend</li> <li>• A Skills Scan identifies the training required whereas a Training Request Form identifies the training provider and date of training</li> </ul>	
	(c) Describe <b>2</b> methods of communication which are <b>not</b> electronic.	4
	<ul style="list-style-type: none"> <li>• Written eg <ul style="list-style-type: none"> <li>○ Letters</li> <li>○ Memos</li> <li>○ Reports</li> <li>○ Adverts</li> <li>○ Job descriptions</li> <li>○ Minutes</li> </ul> </li> <li>• Oral/face-to-face eg <ul style="list-style-type: none"> <li>○ Meetings</li> <li>○ Interviews</li> <li>○ Presentations</li> </ul> </li> <li>• Visual eg <ul style="list-style-type: none"> <li>○ Charts</li> <li>○ Pictures</li> <li>○ Graphs</li> <li>○ Photographs</li> </ul> </li> </ul> <p>Candidates do not need to state written, oral or visual however there must be an example from 2 methods.</p>	

		Marks
(d)	Suggest <b>one</b> advantage and <b>one</b> disadvantage of using the Internet to source business information.	2
	<p><b>ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>• Can be accessed from anywhere in world</li> <li>• Can be accessed using various means - computer, mobile phone</li> <li>• No need to leave your workstation to find information</li> <li>• Information is displayed using graphics</li> <li>• Information can be easily saved and retrieved at a later date</li> <li>• Information can be printed</li> <li>• Saves time compared to time spent going to library and searching</li> <li>• Cheaper than paper-based sources of information</li> <li>• Massive amount of information compared to other sources</li> <li>• Available 24/7</li> <li>• More up-to-date than paper-bases sources</li> </ul> <p><b>DISADVANTAGE</b></p> <ul style="list-style-type: none"> <li>• Difficult to determine accuracy of source of information</li> <li>• Time consuming to search through millions of web pages</li> <li>• Information may be out of date</li> <li>• Easy to become distracted when looking for information by other web sites</li> <li>• May be technical problems downloading web pages which can cause delays</li> <li>• Links may become outdated</li> </ul> <p>Do not accept flips</p>	
		(10)

		Marks
2	(a) "To be of value the communication of information must be timely". Outline 2 other features of good communication.	2
	<ul style="list-style-type: none"> <li>• Complete</li> <li>• Relevant</li> <li>• Cost effective</li> <li>• Meaningful</li> <li>• Concise</li> <li>• Up to date</li> <li>• Objective</li> <li>• Clear/easy to understand</li> <li>• Accurate</li> </ul> <p>Do not accept timely</p>	
	(b) Justify the use of the Internet by the Sales Department.	2
	<ul style="list-style-type: none"> <li>• Contact customers by email – saves time</li> <li>• Organisation can attach quotations, price lists, etc by email - saves time</li> <li>• Quotations, price lists, etc can be emailed - no paper copy required saving money</li> <li>• Enquiries about goods can be received from customers using link on webpage – can be answered quickly – saves time</li> <li>• Use the internet to advertise/market goods/services – wider customer base available</li> <li>• Use the internet to collect information on competitors – saves time – up-to-date information can be collected</li> <li>• Set up on-line ordering facility – customers can order 24/7 – wider customer base –saves money setting up shops</li> </ul>	
	(c) Describe 2 ways in which an organisation can ensure the security of its staff.	4
	<ul style="list-style-type: none"> <li>• Staff ID badges</li> <li>• Visitor badges</li> <li>• Appointments Book/Visitors book</li> <li>• CCTV</li> <li>• Controlled Entry - Locked doors/Keypad access/Combination locks/Swipe card access/Entry phone/Buzzers</li> <li>• Reception desk always manned</li> <li>• Security guards</li> </ul> <p>Ensure answer relates to security of staff not information</p>	



		Marks
(d)	Compare <b>2</b> methods of payment used when travelling abroad on business.	2
	<ul style="list-style-type: none"> <li>• Both credit and debit cards can be used to withdraw currency from ATMs</li> <li>• Both credit and debit cards may be refused by retailers for small value purchases</li> <li>• Both credit and debit cards may incur an additional fee when used abroad</li> <li>• Foreign currency is accepted in all shops to pay for goods whereas a credit card may be refused by some retailers</li> <li>• When using a debit card the money is taken directly from your bank account whereas if a credit card is used you receive a statement at the end of the month</li> <li>• When using a debit card the money is taken from your bank account immediately whereas with a credit card the amount can be paid in instalments</li> <li>• Travellers cheques have reference numbers so they can be replaced if lost or stolen however foreign currency is less secure</li> <li>• Travellers' cheques need to be signed when collected and when cashed which makes them more secure than currency</li> <li>• Currency can be used for small payments such as snacks whereas credit cards would be used to pay for larger items such as hotels</li> </ul> <p>Ensure Currency used not cash</p>	
		(10)

		Marks	
3	(a)	Outline <b>4</b> principles of the Data Protection Act 1998.	4
		Data must be: <ul style="list-style-type: none"> <li>• fairly and lawfully obtained</li> <li>• used for registered and lawful purposes only</li> <li>• not disclosed for any other reason than given to Registrar</li> <li>• adequate, relevant and not excessive</li> <li>• accurate and up-to-date</li> <li>• not retained any longer than is necessary</li> <li>• should be available to the data subjects</li> <li>• secure from unauthorised access/being lost</li> </ul>	
	(b)	Outline <b>2</b> steps an Administrative Assistant would take on receiving a completed Expenses Claim Form.	2
		Check: <ul style="list-style-type: none"> <li>• calculations for errors/discrepancies</li> <li>• form is signed</li> <li>• receipts are attached (request missing receipts)</li> <li>• claim is within allowance/budget</li> </ul> <ul style="list-style-type: none"> <li>• Pass to Finance for payment</li> </ul> Do not accept – Pay the employee	

		Marks
(c)	Compare the benefits of homeworking and flexitime to an employee.	2
	<p><b>FLEXITIME</b></p> <ul style="list-style-type: none"> <li>• Allows employees to make arrangements to fit in appointments and have flexibility for their own domestic arrangements, for example attend a doctor's appointment or visit the bank</li> <li>• Improved work-life balance as a flexible job helps people enjoy family and other commitments alongside a career</li> <li>• Reduced stress levels as employees are able to balance personal and work responsibilities</li> <li>• Can reduce travelling time for employees</li> <li>• Off peak travel costs can save money</li> <li>• Employees feel trusted and this results in higher staff morale</li> </ul> <p><b>HOMEWORKING</b></p> <ul style="list-style-type: none"> <li>• Employee can access different types of work without changing location</li> <li>• The employee can choose their own work schedule – eg work at night to leave time during day free for other commitments</li> <li>• People who may not usually be able to work can do so easily, for example, people with disabilities</li> <li>• No need to travel to the office each day – saves time and money</li> <li>• Childcare costs, etc can be reduced as hours can fit around these commitments</li> </ul> <ul style="list-style-type: none"> <li>• Both methods allow for a better work/life balance /can reduce stress levels/</li> <li>• Both can reduce childcare costs</li> </ul> <p>Answers must compare benefits not features.</p>	
(d)	Justify the replacement by an organisation of its paper diaries with an electronic version.	2
	<ul style="list-style-type: none"> <li>• Appropriate slots for appointments are automatically found – saves time</li> <li>• Recurring appointments can be programmed in one easy step – saves time</li> <li>• Automatic reminders can be set before a meeting to ensure people are alerted in time</li> <li>• A number of diaries can be accessed at same time to schedule a time for large meetings</li> <li>• Information contained in an electronic diary can be emailed to others easily – saving time and ensuring accuracy</li> <li>• Can be directly linked to other files to retrieve information to assist efficient preparation for meetings</li> </ul>	
		(10)

[END OF MARKING INSTRUCTIONS]