Cambridge Technicals
Business

Unit 2C: Understand the role of an administrator

Level 2 Cambridge Technical in Business Administration
05891 - 05892

Mark Scheme for June 2023

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

MARKING INSTRUCTIONS

PREPARATION FOR MARKING

TRADITIONAL
Before the Standardisation meeting you must mark at least 10 scripts from several centres. For this preliminary marking you should use **pencil** and follow the **mark scheme**. Bring these **marked scripts** to the meeting.

MARKING

1. Mark strictly to the mark scheme.

2. Marks awarded must relate directly to the marking criteria.

3. The schedule of dates is very important. It is essential that you meet the traditional 40% Batch 1 and 100% Batch 2 deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.

4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or by email.

5. Work crossed out:
   a. where a candidate crosses out an answer and provides an alternative response, the crossed out response is not marked and gains no marks
   b. if a candidate crosses out an answer to a whole question and makes no second attempt, and if the inclusion of the answer does not cause a rubric infringement, the assessor should attempt to mark the crossed out answer and award marks appropriately.

6. Always check the pages (and additional lined pages if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there then add an annotation to confirm that the work has been seen.

7. There is a NR (No Response) option. Award NR (No Response)
   - if there is nothing written at all in the answer space
   - OR if there is a comment which does not in anyway relate to the question (e.g. 'can't do', 'don't know')
   - OR if there is a mark (e.g. a dash, a question mark) which isn't an attempt at the question
   Note: Award 0 marks - for an attempt that earns no credit (including copying out the question)

8. Assistant Examiners will email a brief report on the performance of candidates to your Team Leader (Supervisor) by the end of the marking period. Your report should contain notes on particular strength displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

9. **Annotations**

Annotation	Meaning
✓	Valid point, mark awarded
X	Incorrect
?	Response unclear
BOD	Benefit of the doubt (mark awarded)
NBD	Too vague (mark not awarded)
REP	Repetition (no additional marks awarded)
CONT	Context
OFR	Own figure rule
L1	Level 1 response (identification)
L2	Level 2 response (explanation)
L3	Level 3 response (analysis)
L4	Level 4 response (evaluation)

10. **Subject-specific marking instructions**

For Level of Response marked questions marked over 4 levels, the candidate can access at L1 or L2. In either case, they can analyse the point made and proceed directly to L3.

L3 analysis is required before L4 can be accessed.

Question			Answer	Marks	Guidance

1	**(a)**	**(i)**	Indicative content:
			• answer the phone according to business' procedure
			• know how to use the functions of the phone (or an identified function e.g. voicemail, redirect, call-hold, etc)
			• identify yourself clearly
			• use clear speech/speak clearly
			• ensure that the message is fully understood
			• use active listening techniques/listen <u>carefully</u>
			• use professional/formal/appropriate language/do not use slang/inappropriate language
			• use the correct form of address e.g. Mr Smith
			• ask before putting a caller on hold
			• identify the caller when transferring a call
			• take messages accurately (1) i.e.
			   ○ identify who the call is for
			   ○ ask the caller's name/company/return phone number
			   ○ repeat the caller's name/company/phone number
			   ○ ask if it is urgent
			   ○ note the time/date of the call
			   ○ ensure message is relayed promptly
				2 x 1 mark	One mark for correct identification, up to a maximum of two identifications.
					
					Do **not** award communication skills, listening skills, effective listening, be professional, talk nicely, staying calm. Annotate NBD.

Question			Answer	Marks	Guidance
(a)	**(ii)**		Responses include: • to find out/understand what the customer wants • to pass the customer on to Alex if necessary • to resolve the customer's query • to gain a good corporate image/reputation or to maintain/keep the business' image/reputation • to provide good customer service/ensure customer satisfaction/meet customer needs • to build/maintain a relationship/rapport with the customer Exemplar response: This will provide good customer service (1) which will help to gain a good corporate image (+1).	2 x 2 marks	In each instance award: One mark for identification of a reason PLUS One mark for explanation Accept explanations of cause or consequence to the business (positive or negative). 'Professional', 'look/be professional' – Annotate NBD.
(b)			Indicative content: • deadlines are less likely to be met/would be missed • deadlines would need to be postponed/changed • deadlines would be met late Exemplar response: Deadlines are less likely to be met (1) because administrators will not have the time to complete all tasks on time (+1).	2	Award: One mark for identification of the impact on deadlines PLUS One mark for explanation Do **not** award greater/increasing 'workload' as explanation. Explanation can be the reason or cause.

Question			Answer	Marks	Guidance
	(c)		Responses include: • arrange social events/team building activities • have an open plan office • hold <u>frequent/regular</u> (staff/team) meetings • provide training Exemplar response: Alex could arrange social events (1) to create a positive atmosphere amongst the staff (+1).	2 x 2 marks	In each instance award: One mark for correct identification PLUS One mark for explanation Explanation can be reason, cause or an example.
2	**(a)**	**(i)**	217 miles x 2 = 434 434 x 0.45 = £195.30 Answer = £195.30	2	Up to two marks. Award full marks for £195.30 <u>Else</u>: Award maximum 1 mark for 195.30, without the £ sign **or** Award maximum 1 mark for £97.65, **with** £ sign **or** Award maximum 1 mark for 434

Question			Answer	Marks	Guidance
	(a)	(ii)	Responses include: Train: • avoid traffic jams • cheaper/saves money/lower cost • could work on the train • might arrive more refreshed • personal preference e.g. finds it more relaxing, comfortable etc • not putting mileage on his own car • restricted to a train time table/only operate at specific times • still need to travel to and from the stations/does not get you right to your destination • could be cancelled/delayed/on strike Car: • can get stuck in traffic • car timings can be flexible • easier to transport dog food samples • may avoid the risk of unreliable train services/strikes • personal requirements e.g. disability, does not like public transport, requires frequent breaks, etc • long way to drive in one day • too tired for the meeting/tired driving back • more expensive (OFR applies) • will need parking	8	**Levels of response** **Level 4 (7 – 8 marks)** Candidate evaluates travelling by train or car to make a judgement as to the best mode of transport to use. **Level 3 (5 – 6 marks)** Candidate analyses the impact on Springfield Pets of travelling by car/train. **Level 2 (3 – 4 marks)** Candidate explains the reasons why Alex should travel by car and/or by train. **Level 1 (1 – 2 marks)** Candidate identifies reasons why Alex should travel by car and/or by train. **L1** – identification of reason(s) for using or not using train or car. NB. Do not then award a second L1 for the reverse argument. **L2** – a reason for the L1, a stakeholder impact or a consequence to the business. **L3** – a business facing impact of the L1 reason. **L4** – a reasoned decision of which transport should be chosen based on previous analysis. Award 7 marks for non-contextual reasoning. Annotate 1 x L4. Award 8 marks for contextual reasoning. Annotate 2 x L4.

Question			Answer	Marks	Guidance
			Exemplar response: If Alex chose to travel by car then it is a lot of miles to drive in one day (L1) this means that he will arrive tired for the meeting (L2). This means that he might be too tired to agree a good price for the dog food, increasing costs (L3). The train is cheaper than travelling by car (L1). This means that the costs to Springfield Pets will be lower (L3). I think that Alex should travel by train because it will allow him to arrive more refreshed for the meeting as Glasgow (L4) is a long way from Manchester. This means that he is more likely to achieve the objectives of the meeting (L4).		For context look for Manchester, Glasgow, <u>dog</u> food, Dingle. Do **not** award L1 for arguments relating to weather, speed, quicker, faster, duration of journey, having an accident, safety, time.

Question			Answer	Marks	Guidance
	(b)			(1)	Award marks as follows:
					• one mark for the correct exam date (6 June 2023, 6 June 23, 6/6/2023, 6/6/23). Year **must** be included.
				(1)	• one mark for each accurate entry i.e. description, quantity, unit price and total all correct (maximum two marks)
				(1)	
				(1)	• one mark for the correct subtotal (OFR)
				(1)	• one mark for correct calculation of VAT (OFR)
				(1)	• one mark for correct calculation of the overall total (OFR)
					NB. The '.00' is not required on totals to award the mark(s).
					The specific descriptions of the dog food ordered **must** be included i.e. size of bag and dog food (Dingle not required).
	(c)		Indicative content: • <u>filing</u> system e.g. chronological, alphabetical, numerical • <u>put it in/store it in</u> physical storage place e.g. cabinet, drawer, filing tray, box file	1	One mark for correct identification. Do **not** award file/folder. Annotate NBD.

In the (b) Answer cell:

Order number: HCF5632		Order date:	6 June 2023	
Description	**Quantity**	**Unit price (£)**	**Total (£)**	
Large bag (of Dingle) Dog Food	20	8.50	170.00	
Small bag (of Dingle) Dog Food	30	6.00	180.00	
		Subtotal	350.00	
		VAT@20%	70.00	
		Total	420.00	

Question			Answer	Marks	Guidance
3	**(a)**		Responses include: Advantages: • cheap/cost effective to use • saves time e.g. does not have to be sent to customers individually, quick to update • can reach a large/wide audience • improves environmental profile • increases customer engagement e.g. respond to feedback, answer questions, etc Disadvantages: • a specialist may be needed/trained • reliance on technology • bad reviews cannot be stopped/content cannot be controlled Exemplar response: **Advantage** – It is cost-effective to use (1) which means that Alex can keep more of the revenue from selling the new dog (CONT) (1) food (1). **Disadvantage** – A specialist in social media might need to be recruited (1) This will increase costs (1) and might result in not being able to afford stock for the shop (CONT) (1).	2 x 3 marks	In each instance: • one mark for identification • one mark for a business-facing impact • one mark for context. Annotate CONT. Do **not** award 'can be accessed easily' or 'free'. Context includes: Dingle, dog, animal, shop.

Question			Answer	Marks	Guidance
	(b)		Responses include: • sales/revenue/income may be lower • fewer customers • stock of the new pet food will remain unsold • no space for other stock Exemplar response: Sales may be lower (1) because people won't know that the new dog food is being sold (+1).	2 x 2 marks	In each instance award: One mark for identification of an impact PLUS One mark for explanation Explanation can be a reason or a consequence.
	(c)		Responses include: Impact on: • customer trust/faith • customer numbers • customer satisfaction • reputation/image • reviews/publicity/customer posts on social media • number of complaints • sales/revenue/profit Exemplar response: It might impact sales of dog food (CONT 2). It might impact sales (1).	2 x 2 marks	In each instance award: One mark for identification of a non-contextual consequence OR Two marks for identification of a contextual consequence Context includes: dog, Dingle, animal, bags, £16.50, £10.00, 1 September.

Question			Answer	Marks	Guidance
	(d)		Responses include: • prevent lawsuits/fines/being taken to court/sued • to maintain a good reputation/not adversely affect their reputation • maintain stakeholder trust • retain customers Exemplar response: To prevent numerous lawsuits as many people will see a post on social media (2).	2	Award: **One** mark for a reason OR **Two** marks for a reason that links to posting on social media

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