

Cambridge Technicals Business

Unit 2C: Understand the role of an administrator

Level 2 Cambridge Technical in Business Administration
05891 - 05892

Mark Scheme for January 2024

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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.

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MARKING INSTRUCTIONS

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 questionNote: 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, L3 analysis is required before L4 can be accessed.

Question			Answer	Marks	Guidance
1	(a)	(i)	<p>Responses include:</p> <ul style="list-style-type: none"> • business name • the title 'Agenda' • date <u>of the meeting</u> • time <u>of the meeting</u> • location <u>of the meeting</u> • name of the person chairing the meeting • attendees/who will be attending/who has been invited • items to be discussed/what will be covered • list of documents to read before the meeting • documents/items to bring to the meeting • when (lunch) break will be 	3 x 1 mark	<p>One mark for correct identification, up to a maximum of three identifications.</p> <p>Do not award 'Agenda' without additional information e.g. that it is the title of the document.</p> <p>Do not award 'how many attendees'. Annotate NBD.</p> <p>Accept 'minutes from last meeting' if it is clearly a discussion point.</p> <p>Award one mark for reference to the training programme as an item to be discussed. Annotate REP on any further response relating to this bullet.</p>
	(a)	(ii)	<p>Responses include:</p> <ul style="list-style-type: none"> • allows people to prepare for the meeting • keeps the meeting on track/focuses discussion • people will know (in advance) why the meeting is being held/what is to be discussed • provides important/required information (1) e.g. date/time/location <p>Exemplar response: It allows people to prepare for the meeting (1) because they know what is going to be discussed (1).</p>	2	<p>In each instance award:</p> <p>One mark for correct identification of a reason</p> <p>PLUS</p> <p>One mark for explanation.</p> <p>Explanation mark can be awarded for explanation or analysis.</p> <p>Only award explanation/analysis that relates to the reason identified.</p>

Question		Answer	Marks	Guidance
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • date – 8 July (1) • time – Morning (1) <p>Exemplar response (reasoning): The 8 July in the morning is the only time and date when the managers and the Conference Room are available at the same time (1+1).</p> <p>All three managers are available on the morning of 8 July (1) and the conference room is available all day (1).</p>	4	<p>Award:</p> <ul style="list-style-type: none"> • one mark for correct identification of the date • one mark for correct identification of the time <p>PLUS</p> <ul style="list-style-type: none"> • one mark for the conference room being free/available • one mark for all managers being available <p>Accept a specific time in the morning e.g. 10am, (must be clear that it is in the morning).</p>

Question	Answer	Marks	Guidance
(c)	<p>Responses include:</p> <ul style="list-style-type: none"> • cost/budget • distance • how busy the roads will be • how early they will need to leave home • how long the journey will take • flexibility of driving • personal comfort preferences/requirements • whether parking is available at the head office • whether there are any issues on the roads/train strikes/cancellations, etc • whether they can drive/own a car • whether they live close enough to each other to travel in the same car • whether there is a station/bus stop close to the venue • whether they live close to a station//bus stop/public transport • whether they need to take anything with them to the meeting <p>Exemplar response: If they live a long way from a station (1) then they may choose to drive (1). Otherwise they might need to take a taxi to the station which would cost Las Cocoa additional money (1).</p>	2 x 3 marks	<p>In each instance award:</p> <p>One mark for a valid factor</p> <p>PLUS</p> <p>One mark for development</p> <p>One mark for a business-facing impact</p> <p>Development:</p> <ul style="list-style-type: none"> • how it will impact their choice of transport (see exemplar) • why the factor might be considered • a second business-facing impact. <p>The question requires candidates to state a valid factor that will impact the choice of transport, not to make a decision about which mode of transport to use. Therefore do not award cheaper, faster etc as a factor.</p> <p>Location in isolation, annotate NBD. Read on as explanation may relate to distance, proximity to transport links etc.</p>

Question		Answer	Marks	Guidance		
2	(a)	Order number: 5490	Date: 16 January 2024	(1)	Award marks as follows: <ul style="list-style-type: none"> one mark for inserting the correct receipt date one mark for each accurate order entry i.e. description, quantity, unit price and total all correct (maximum two marks) one mark for the correct subtotal (OFR applies) one mark for correct calculation of VAT (OFR applies) one mark for correct calculation of the overall total paid (OFR applies) Date = 16 January 2024, 16/1/24, 1/16/24. Year must be included to award the mark.	
		Sales receipt number: R7843				
		Payment method: Bank transfer from bank account number 9248465				
		Description of products	Quantity	Unit price (£)		Total (£)
		Chocolate rabbit	10	3.00		30.00
		Chocolate sheep	20	2.00		40.00
				Subtotal		£ 70.00
		VAT @ 20%	£ 14.00	(1)		
		Total paid	£ 84.00	(1)		
	(b)	Responses include: <ul style="list-style-type: none"> avoids data being leaked/data could be leaked helps to prevent fraud/could lead to fraud it is business' policy keeps the <u>customer's</u> details private maintains the business' reputation/could lead to a poor reputation only the people who need to see the receipt should have access to it the <u>business</u> can avoid legal action/could lead to legal action <u>against the business</u> 	2 x 1 mark	One mark for correct identification, up to a maximum of two identifications. Award the 'if not' argument. For legal action, also award the <u>business</u> can be fined or sued.		

Question		Answer	Marks	Guidance
	(c) (i)	<p>Indicative content:</p> <ul style="list-style-type: none"> telephoning a customer about an error on an invoice that has been sent/first task/Task 1 <p>Exemplar response:</p> <p>The administrator should telephone the customer first (1) because it is important (1). This is because the customer will be unhappy if an error has been made (1).</p> <p>The first task should be done first (1) because it shows poor customer service to make an error (1). This may damage the business' reputation (1).</p>	3	<p>Award:</p> <ul style="list-style-type: none"> one mark for identifying which task should be prioritised <p>PLUS</p> <ul style="list-style-type: none"> one mark for stating why this task has been chosen one mark for any development of why this task has been chosen <p>Reason why task has been chosen to include according to urgency, importance, consequence of late completion, status of the originator (customer).</p>

Question		Answer	Marks	Guidance
	(c) (ii)	<p>Indicative content:</p> <ul style="list-style-type: none"> • answer the phone according to business' procedure • ask before putting a caller on hold • ensure that the content of the call is fully understood • identify the caller when transferring a call • identify themselves clearly • know how to use the functions of the phone (1) i.e. call re-direct, teleconferencing, call-holding, call-waiting, voicemail, call-transfer • take messages effectively (1) e.g. identify who the call is for, note the time and date of the call, ensure the message is relayed promptly • use active listening techniques • use clear speech • use <u>professional/polite/formal</u> language/tone • use the correct form of address e.g. Mr Smith <p>Exemplar response: The administrator must use professional language (1). This means not using slang words (1).</p>	2 x 2 marks	<p>In each instance award:</p> <p>One mark for a telephone skill</p> <p>PLUS</p> <p>One mark for description of the skill i.e. what is it?</p> <p>E.g.'s relating to taking a message must explicitly refer to <u>message</u>.</p> <p>(Good) communication skills, annotate NBD.</p> <p>Effective telephone skills, annotate NBD.</p>

Question		Answer	Marks	Guidance
	(c) (iii)	Responses include: <ul style="list-style-type: none">• it is part of providing good customer service• the administrator is representing the business• the administrator's skills may influence how the customer views the business• the customer may be upset/unhappy/angry/frustrated/confused• the customer needs to clearly understand what has happened/the administrator needs to get the message across clearly• to resolve the issue	1	Award one mark for the correct identification of one relevant reason. Award the reverse argument e.g. if not, the issue won't be resolved.

Question	Answer	Marks	Guidance
3 (a)	<p>Responses include:</p> <ul style="list-style-type: none"> • can be sent to multiple recipients <u>at once/same time</u> • can be timed to send • environmentally friendly • will arrive instantly • will not arrive damaged <p>Exemplar response:</p> <p>Emails can be sent to multiple people at once (1) which saves time (1).</p> <p>Its kinder to the environment (1) because leaflets don't have to be printed (1).</p>	2 x 2 marks	<p>In each instance award:</p> <p>One mark for a reason</p> <p>PLUS</p> <p>One mark for development of the reason</p> <p>Development mark can be awarded for explanation (because) or analysis.</p> <p>Do not award 'quick', 'fast', 'cheap/lower cost' or similar without further explanation e.g.</p> <ul style="list-style-type: none"> • faster <u>than</u> customers receiving leaflets by post (1+1) • lower cost <u>than</u> printing/posting leaflets (1+1) <p>Do not award 'easy'.</p> <p>Do not award 'free', 'read instantly'.</p> <p>Do not award benefits <u>to customers</u>.</p>
(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • appear unprofessional • customers could complain to the business • customers might not understand the email • decrease in number of customers/customers might not want to shop at Las Cocoa/buy from Las Cocoa • damage reputation/image/brand • increased workload to rectify the error 	2 x 1 mark	<p>One mark for each of two correct identifications.</p> <p>Consequence must be business-facing.</p> <p>Do not award consequences of errors <u>in the leaflet</u>.</p>

Question	Answer	Marks	Guidance
(c)	<p>Responses include:</p> <p>Benefits:</p> <ul style="list-style-type: none"> • can increase productivity • collaboration can result in more/better ideas • employees can help/support each other to complete work e.g. to meet a deadline • employees can share experience and advice • employees can share knowledge • might motivate employees • some people are more productive in a team • tasks can be completed more quickly/efficiently <p>Drawbacks:</p> <ul style="list-style-type: none"> • can reduce productivity • employees may argue/disagree/not get on with each other/not listen to each other • employees might be more easily distracted e.g. chatting to each other • might decrease independency of employees • roles and responsibilities might be unclear • some employees may leave tasks for others to complete • some employees may not be used appropriately in the team e.g. their skills not put to best use • some people prefer to work alone/are more productive working alone 	8	<p>Levels of response</p> <p>Level 4 (7 – 8 marks) Candidate evaluates whether the Marketing Manager should encourage team working.</p> <p>Level 3 (5 – 6 marks) Candidate analyses the impact on the marketing function/business of encouraging employees to work as part of a team.</p> <p>Level 2 (3 – 4 marks) Candidate explains one benefit and/or one drawback of working as a team.</p> <p>Level 1 (1 – 2 marks) Candidate identifies one benefit and/or one drawback of working as a team.</p> <p>L1. Identification of a benefit and/or a drawback.</p> <p>L2. Any development of L1 identification. L2 is not required to award L3.</p> <p>L3. Award 5 marks for a business-facing impact of one benefit or one drawback. Award 6 marks for a business-facing impact of one benefit and one drawback.</p> <p>L4. Award 7 marks for a non-specific justified judgement. Award 8 marks for a specific justified judgment. Candidates must make an explicit judgement with reasoning i.e. yes, no, should, shouldn't, to award L4.</p>

Question	Answer	Marks	Guidance
	<p>Exemplar response:</p> <p>Team working means that employees are more likely to help each other (L1), for example if one of them is struggling to meet a deadline (L2). This means that important deadlines are more likely to be met (L3).</p> <p>However, employees might spend more time chatting to each other (L1) rather than focusing on their work (L2). This means that less work might get done (L3).</p> <p>I think that the Marketing Manager should encourage people to work as part of a team because if they help each other then the business is more likely to meet important deadlines such as producing the leaflets on time (L4).</p>		

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