

Candidate Style Answers

OCR Administration (Business Professional)

Unit 15 (Level 3) – Producing Complex Business Documents

Task 4 – Producing a questionnaire

These candidate style answers are designed to accompany the OCR Administration (Business Professional) specification for teaching from September 2011.

OCR has produced this candidate style answer to support tutors in interpreting the assessment criteria and the model assignment for Unit 15, Task 4 – Producing a questionnaire.

This content has been produced to illustrate how task 4 might be answered and to provide some commentary on what factors contribute to a candidate achieving a pass or fail.

The candidate style answers are available to demonstrate what “good” evidence might include, supported by examiner-moderator commentary and conclusions.

Please note that this resource is provided for advice and guidance only and should not be replicated by candidates to submit as evidence.

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Task 4: Producing a questionnaire

In this task, learners should produce a questionnaire and a rationale justifying the format of questionnaire and questions selected e.g. multiple choice for ease of analysis and completion; open questions to enable real opinions to be given in detail.

- The final document must be fit for purpose as specified by the line manager.
- Appropriate style and vocabulary must be used throughout and spelling, punctuation and grammar must be accurate in accordance with the Assessment Criteria.
- The questionnaire must be accessible to a wide variety of respondents.
- The learner must adapt information from Documents 1-3 to pose relevant questions.

Task 2 covers assessment criteria:

- 1.1 Analyse the purpose and characteristics of different business documents, taking into account the needs of the audience**
- 2.1 Draw conclusions from the content of business documents by extracting and analysing information**
- 3.1 Produce business documents that comply with the requirements of a business environment**

Good Evidence

Moderator's Comments

The candidate's work below is a **good** example of what candidates should be submitting as evidence for this task. The candidate has included clear instructions at the start of the questionnaire and asked relevant questions to capture the information that the Council requires. The candidate has put together a clear justification for the format of the questionnaire and has recognised the need for both qualitative and quantitative data.

The evidence **meets** the assessment criteria and the grade would be upheld by the moderator.

Westchester District Council

Tenant Housing Repair Satisfaction Questionnaire

At the Council we aim to provide a good service to our tenants and to help us to do so, we would appreciate you spending a little time answering the questions below and returning the form in the envelope provided. Please return your completed questionnaire by **31st March 2012**.

If you would like to discuss the questionnaire, please contact the senior administrator at the housing department on 0845 600 5001.

We would like you to complete this form honestly, therefore you may or may not include your name and address.

* Delete as appropriate eg House/flat

How long have you been a council tenant?	
Do you live in a house or flat?	House/flat
In the last 12 months have you had any faults in your property needing repair?	Yes/no
How many times have you reported faults during this period?	
Was your home included in the recent refurbishment programme?	Yes/no
How do you feel the housing department deals with your problems?	
Was the problem/fault assessed by a housing officer within 5 days?	Yes/no
If the problem was assessed as urgent, was the repair carried out within 24 hours?	Yes/no
If this did not happen, was a temporary repair undertaken?	Yes/no
How long did it take for the full repair to be made?	
If the problem was assessed as high priority, was the repair carried out within 10 working days	Yes/no
If this did not happen, was a temporary repair undertaken?	Yes/no

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How long did it take for the full repair to be made?	
If the problem was assessed as low priority, how long did you wait for the repair to be completed?	
Were you happy with the way you were dealt with by housing staff?	Yes/no
Did you find it easy to contact members of staff regarding your problems?	Yes/no
If no, please explain. <hr/> <hr/> <hr/> <hr/>	
Are there any additional comments you would like to make? <hr/> <hr/> <hr/> <hr/>	
What do you think of the Council's repair policy?	
Do you think the policy is clear and easy to understand?	Yes/no
Do you think the Council has prioritised the 3 categories (urgent, high priority and low priority) correctly?	Yes/no
Do you think 5 working days is a reasonable timescale for making an initial assessment of the problem?	Yes/no
What do you feel is a reasonable timescale for making an initial assessment?	Yes/no
Do you feel the housing department carries out repairs in line with the times stipulated in the policy?	Always/sometimes/never
Are there any additional comments you would like to make? <hr/> <hr/> <hr/> <hr/>	

Rationale for questionnaire format

The main objective of the questionnaire is to capture relevant information to help inform the Council about the tenants' perceptions of the current repairs policy and whether the policy is fit for purpose.

I have provided clear instructions at the start of the questionnaire on how and when to return the questionnaire including a contact name and number if further information is required. When devising the questionnaire, I have considered the needs of the audience by keeping language simple and straightforward and by not using jargon and colloquialisms. I have tried to make sure that questions are clear and not open to interpretation.

I have decided to use a combination of multiple choice and open questions.

Multiple choice questions are easy for the tenant to complete and on the whole just require a yes/no response. Multiple choice questions can be used to elicit quantitative data as information from this type of question can be easily translated into numerical values e.g. 60% of all tenants who responded to the questionnaire did not find it easy to contact a member of the housing staff team.

Open questions can be used to elicit qualitative data which will help the Council to understand how people feel and why they feel as they do. Open questions require the respondent to provide more detailed information. This type of question will give tenants the opportunity to express their views and raise any issues they may have. Tenants will be encouraged to explain their experiences in much more detail and could possibly highlight issues that the Council are not already aware of. I have however tried to keep the number of open questions used to a minimum as this type of question takes more time for the respondent to complete. Too many open questions could lead to the tenant becoming bored and not bothering to complete the questionnaire in full.