

Cambridge Technicals Business

Unit 2: Understand the role of the administrator

Level 2 Cambridge Technical in Business Administration
05891 - 05892

Mark Scheme for January 2020

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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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Annotations

Annotation	Meaning
Tick	Valid point, mark awarded
Cross	Incorrect
Question mark	Response unclear
BOD	Benefit of doubt (mark awarded)
TV	Too vague (mark not awarded)
REP	Repetition (no additional marks awarded)
NAQ	Not answered question (incorrect focus)
L1	Level 1 response (identification)
L2	Level 2 response (explanation)
L3	Level 3 response (analysis)
L4	Level 4 response (evaluation)
CONT	Context (required for high L4 award only)

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)	<p>Responses include:</p> <p>Impacts on:</p> <ul style="list-style-type: none"> • productivity/sales • meeting deadlines • revenue • staff training costs • customer service • quality of work • labour turnover • absenteeism • employee motivation • efficiency <p>Exemplar response:</p> <p>Benefit - Employees can ask other team members for help if they are struggling to complete a task (+1). This should improve productivity (1).</p> <p>NB. This could also be seen in reverse i.e. Productivity should improve (1) because employees can ask other team members for help if they are struggling to complete a task (+1).</p> <p>Drawback – Employees might spend time talking to other team members rather than concentrating on their work (+1). This may lower productivity (1).</p>	2 x 2 marks	<p>One mark for correct identification of a benefit, plus a further one mark for explanation up to a maximum of two marks.</p> <p>One mark for correct identification of a drawback, plus a further one mark for explanation up to a maximum of two marks.</p> <p>Responses do not have to be in context but the benefit/drawback must be to a business.</p>

Question		Answer	Marks	Guidance
	(a) (ii)	<p>Responses include:</p> <ul style="list-style-type: none"> • clear communication <u>with</u> the team • friendly/supportive atmosphere • open plan office • regular meetings • rewarding effective teams • teambuilding exercises/events • encourage the sharing of knowledge • staff training 	2 x 1 mark	<p>One mark for each correct identification up to a maximum of two marks.</p> <p>Award methods that the business could use to support effective teamwork rather than what team members do.</p>
	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • email • mobile telephone • SMS/WhatsApp, etc • telephone • video-conference/FaceTime, etc <p>Exemplar response:</p> <p>The Operations Manager could send an email (1). An email will arrive instantly (1). As the delivery is urgent the store can receive the stock quickly (1).</p>	2 x 3 marks	<p>One mark for each valid form of communication identified up to a maximum of two forms.</p> <p>A further one mark for each of two advantages in relation to the forms chosen.</p> <p>Plus award an additional one mark for each of two analytical points.</p> <p>Analysis must be business facing.</p>

Question	Answer	Marks	Guidance
(c)	<p>Responses include:</p> <ul style="list-style-type: none">• according to importance• according to the consequence(s) of late completion• according to the interactivity of tasks e.g. some tasks affect other tasks• according to the status of the task originator• according to the suitability for delegation <p>Exemplar response:</p> <p>They can be prioritised according to importance (1) as important tasks should be completed before less important tasks (1).</p>	2	<p>One mark for correct identification, plus a further one mark for development.</p> <p>Responses do not have to be in context.</p> <p>Do not award marks if 'according to urgency' or 'deadline' are identified.</p>

Question		Answer	Marks	Guidance
2	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> adverse media attention if customers' personal information is made public financial implications if information is made public i.e. loss of revenue, being fined, paying compensation financial implications if confidentiality is maintained i.e. gain/keep customers if the business is seen to be trustworthy if confidentiality is not maintained they are putting customers at risk of identity theft and fraud legal requirement to maintain customer trust <p>Exemplar response:</p> <p>It is a legal requirement that customers' personal information stays confidential (L1) therefore <i>EJ Timepieces</i> will be breaking the law if this information becomes public (L2). If this happened it is likely that it would be fined and may even have to pay compensation to customers. The financial implications would therefore negatively affect the profitability of the business (L3). However, if it ensures that customer information stays confidential then there may be positive financial implications (L1). Customers may see it as a trustworthy business and therefore be more likely to shop there, particularly online where more personal information is required (L2). This would increase revenue and profit (L3).</p> <p>The main reason why <i>EJ Timepieces</i> should maintain confidentiality is because it is a legal requirement but it is to be hoped that even if this wasn't the case it would still take the confidentiality of its online (CONT) customers seriously because the financial benefits of doing so far outweigh the negative financial implications and poor publicity that would result from any of this information becoming public (L4).</p>	8	<p>Levels of response</p> <p>Level 4 (7 – 8 marks) Candidate evaluates reasons why the administrators should maintain the confidentiality of customers' personal information to reach a conclusion/make a judgement e.g. the most important reason why confidentiality should be maintained.</p> <p>Level 3 (5 – 6 marks) Candidate analyses reasons why the administrators should maintain the confidentiality of customers' personal information. This must relate to <i>EJ Timepieces</i> i.e. not their customers.</p> <p>Level 2 (3 – 4 marks) Candidate explains reason(s) why the administrators should maintain the confidentiality of customers' personal information.</p> <p>Level 1 (1 – 2 marks) Candidate identifies reason(s) why the administrators should maintain the confidentiality of customers' personal information.</p> <p>Evaluation must be relevant to the context for full marks. Annotate CONT.</p>

Question	Answer	Marks	Guidance																																
(b)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #e1f5fe;"> <th colspan="4" style="text-align: left; padding: 2px;">Order number: B23658</th> </tr> <tr style="background-color: #e1f5fe;"> <th colspan="4" style="text-align: right; padding: 2px;">Order date: EXAM DATE</th> </tr> <tr> <th style="width: 35%; padding: 2px;">Description</th> <th style="width: 15%; padding: 2px;">Quantity</th> <th style="width: 15%; padding: 2px;">Unit price (£)</th> <th style="width: 35%; padding: 2px;">Total (£)</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">Small box</td> <td style="text-align: center; padding: 2px;">200</td> <td style="text-align: center; padding: 2px;">0.25/25p</td> <td style="text-align: right; padding: 2px;">50.00</td> </tr> <tr> <td style="padding: 2px;">Large box</td> <td style="text-align: center; padding: 2px;">250</td> <td style="text-align: center; padding: 2px;">0.50/50p</td> <td style="text-align: right; padding: 2px;">125.00</td> </tr> <tr> <td colspan="3" style="padding: 2px; text-align: right;">Subtotal</td> <td style="text-align: right; padding: 2px;">175.00</td> </tr> <tr> <td colspan="3" style="padding: 2px; text-align: right;">VAT @ 20%</td> <td style="text-align: right; padding: 2px;">35.00</td> </tr> <tr> <td colspan="3" style="padding: 2px; text-align: right;">Total</td> <td style="text-align: right; padding: 2px;">210.00</td> </tr> </tbody> </table>	Order number: B23658				Order date: EXAM DATE				Description	Quantity	Unit price (£)	Total (£)	Small box	200	0.25/25p	50.00	Large box	250	0.50/50p	125.00	Subtotal			175.00	VAT @ 20%			35.00	Total			210.00	(1) (1) (1) (1) (1) (1)	<p>Award marks as follows:</p> <ul style="list-style-type: none"> one mark for inserting the correct order date – (date of the exam) 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 (OFR applies) <p>Exam date = 14 January 2020, 14/1/20. Year must be included to award the mark.</p>
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(c)	<p>Responses include:</p> <ul style="list-style-type: none"> an additional check for information errors e.g. incorrect order date an additional check for mathematical errors because the business is spending money the administrator may not have the authority to send it to check for/prevent fraud to check the items are required 	2 x 1 mark	One mark for each correct identification up to a maximum of two identifications.																																

Question		Answer	Marks	Guidance
3	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> • a video or web-conference could be considered (although harder for networking) • an internal venue may be appropriate e.g. a luxury venue may not be required • lower quality resources could be provided e.g. printing • refreshments could be more basic • the meeting could be called/arranged at shorter notice • arranging support for the meeting/allocating roles in advance <p>Exemplar response:</p> <p>They could provide basic rather than luxury refreshments (1) as they aren't trying to impress an external audience (1).</p>	2 x 2 marks	<p>One mark for correct identification, plus a further one mark for explanation or an example.</p> <p>Responses do not have to be in context but must show knowledge of specific factors that influence meeting arrangements.</p> <p>Do not award repetition.</p>

Question	Answer	Marks	Guidance
(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • both Dalebrook Hotel and Square Lane Conference Centre have adequate parking for attendees • both Dalebrook Hotel and Square Lane Conference Centre have the seating capacity for 200+ attendees • Square Lane Conference Centre costs less than Dalebrook Hotel • Square Lane Conference Centre is furthest from the local railway station <p>Exemplar response:</p> <p>Square Lane Conference Centre should be chosen as the venue (1). This is because it has the capacity for the 200 attendees that will need to attend the meeting (1). It is also a cheaper option than Dalebrook Hotel and <i>EJ Timepieces</i> want to keep costs to a minimum (1).</p>	3	<p>Award marks as follows:</p> <ul style="list-style-type: none"> • one mark for identifying which venue should be chosen i.e. Dalebrook Hotel or Square Lane Conference Centre • one mark for stating why this venue has been chosen • one mark for development of why this venue has been chosen or a second statement of why this venue has been chosen or a reason why one of the alternatives was not chosen. <p>Do not award marks if Head Office Conference Suite is chosen as this venue only has a capacity for 100 attendees.</p>

Question	Answer	Marks	Guidance
(c)	<p>Responses include:</p> <ul style="list-style-type: none"> • inviting attendees • ensuring all attendees have an agenda for the meeting • greeting attendees • ensuring that accurate minutes are kept of the meeting • ensuring that minutes are circulated after the meeting • ensuring that attendees are given relevant information for their safety and comfort e.g. emergency procedures, toilet facilities, refreshments • ensuring that refreshments have been arranged • ensuring that equipment/seating is booked, arranged and tested • ensuring all required documents are prepared e.g. written summary of the marketing plans <p>Exemplar response:</p> <p>Administrators should ensure that all attendees have an agenda for the meeting (1) as this means that they will know in advance what the meeting is about (1).</p>	2 x 2 marks	<p>One mark for correct identification of a task/service provided, plus a further one mark for explanation.</p> <p>Responses do not have to be in context.</p> <p>Accept an example as explanation.</p>

Question	Answer	Marks	Guidance
(d)	<p>Responses include:</p> <ul style="list-style-type: none"> • glossy paper isn't required • paper could be used rather than card • printing could be in black and white • summary could be emailed as all store managers will have an internal/business email <p>Exemplar response:</p> <p>Printing could be in black and white (1) because the business isn't trying to create an image for a new, external audience (1).</p>	2	<p>One mark for correct identification, plus a further one mark for explanation of why an internal audience means that this choice of resource is appropriate.</p>
(e)	<p>Responses include:</p> <ul style="list-style-type: none"> • loss of customers • lower sales • loss of revenue/money • lower profit • adverse impact on reputation/image • bad publicity • increased costs e.g. reprinting • wastes time e.g. rewriting <p>Exemplar response:</p> <p>This incorrect information may be passed on to customers (+1) which may adversely affect the business' reputation (1).</p>	2	<p>One mark for correct identification, plus a further one mark for development.</p> <p>Do not award 'looks unprofessional' or 'cause confusion' - annotate TV.</p> <p>Consequence must be business facing.</p>

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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Head office
Telephone: 01223 552552
Facsimile: 01223 552553

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