

Cambridge Technicals Business

Unit 2C: Understand the role of an administrator

Level 2 Cambridge Technical in Business Administration
05891 - 05892

Mark Scheme for January 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.

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MARKING INSTRUCTIONS

PREPARATION FOR MARKING

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)
TV	Too vague (mark not awarded)
REP	Repetition (no additional marks awarded)
CONT	Context
NAQ	Not answered question (incorrect focus)
OFR	Own figure rule
L1	Level 1 response (identification)
L2	Level 2 response (explanation)
L3	Level 3 response (analysis)
L4	Level 4 response (evaluation)
SEEN	Response seen (no marks awarded)

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)	<p>Responses include:</p> <p>Card:</p> <ul style="list-style-type: none"> • appears better quality • may give a better impression • more durable/hard-wearing/withstand more use/last longer • stronger/tougher/less flimsy • less likely to be destroyed/creased/ripped/damaged <p>Paper:</p> <ul style="list-style-type: none"> • can have a new menu for each customer • paper costs less/cheaper to produce <p>Exemplar response:</p> <p>It should be printed on paper (1) because it is cheaper to produce (1) so money isn't wasted (1).</p> <p>It should be printed on card (1) because it is less likely to be damaged (1). This means it can be reused more times (1).</p>	3	<p>Award marks as follows:</p> <ul style="list-style-type: none"> • one mark for identifying whether paper or card has been chosen. Either option can be chosen. PLUS • one mark for stating why this option has been chosen PLUS • one mark for either development of why this option has been chosen OR a second statement of why this option has been chosen.
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • adversely affect Pomodora's reputation/image • less professional/unprofessional • need to reprint the menus <p>Exemplar response:</p> <p>Customers might think the restaurant is unprofessional (1) and might therefore choose not to return (1).</p>	2	<p>Award:</p> <ul style="list-style-type: none"> • one mark for identification of a consequence PLUS • one mark for development. <p>Consequence must be to Pomodora's not the customer.</p> <p>Development mark can be awarded for explanation or analysis.</p>

Question	Answer	Marks	Guidance																																
(c)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Order number: P164</td> <td colspan="3">Date: 13 January 2023</td> </tr> <tr> <td colspan="4">Invoice number: IV789</td> </tr> <tr> <th style="text-align: left;">Description</th> <th style="text-align: center;">Quantity</th> <th style="text-align: center;">Unit price (£)</th> <th style="text-align: center;">Total (£)</th> </tr> <tr> <td>Cheese and tomato pizza</td> <td style="text-align: center;">6</td> <td style="text-align: center;">10.00</td> <td style="text-align: center;">60.00</td> </tr> <tr> <td>Large salad bowl</td> <td style="text-align: center;">2</td> <td style="text-align: center;">8.00</td> <td style="text-align: center;">16.00</td> </tr> <tr> <td colspan="3" style="text-align: right;">Subtotal</td> <td style="text-align: center;">£ 76.00</td> </tr> <tr> <td colspan="3" style="text-align: right;">VAT @ 20%</td> <td style="text-align: center;">£ 15.20</td> </tr> <tr> <td colspan="3" style="text-align: right;">Total</td> <td style="text-align: center;">£ 91.20</td> </tr> </table>	Order number: P164	Date: 13 January 2023			Invoice number: IV789				Description	Quantity	Unit price (£)	Total (£)	Cheese and tomato pizza	6	10.00	60.00	Large salad bowl	2	8.00	16.00	Subtotal			£ 76.00	VAT @ 20%			£ 15.20	Total			£ 91.20	<p>(1)</p> <p>(1)</p> <p>(1)</p> <p>(1)</p> <p>(1)</p> <p>(1)</p> <p>(1)</p>	<p>Award marks as follows:</p> <ul style="list-style-type: none"> one mark for the correct exam date one mark for each accurate entry i.e. description, quantity, unit price and total all correct (maximum two marks) one mark for the correct subtotal (OFR) one mark for correct calculation of VAT (OFR) one mark for correct calculation of the overall total (OFR) <p>NB. The '.00' is not required on totals to award the mark(s).</p> <p>The year must be included in the date to award. Award any appropriate date format.</p> <p>Description must be accurate to award, i.e. <u>Cheese & tomato</u> pizza & <u>Large</u> salad bowl (spelling does not have to be correct)</p>
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(d)	<p>Responses include:</p> <ul style="list-style-type: none"> creates a good impression shows professionalism shows respect/politeness presents a good corporate image/reputation to avoid confusion/difficulties/problems to take the correct booking details/don't make mistakes <p>Exemplar response: The booking needs to be correct (1) otherwise the customer may arrive for a booking but no table is available (1).</p>	<p>2 x 2 marks</p>	<p>In each instance award:</p> <ul style="list-style-type: none"> one mark for correct identification PLUS one mark for development <p>Development mark(s) can be awarded for explanation or analysis.</p> <p>Accept the reverse argument i.e. what will happen if effective telephone skills are not used.</p>																																

Question		Answer	Marks	Guidance
2	(a)	<p>Responses include:</p> <ul style="list-style-type: none"> to check when they are all available/check availability to check when they have other meetings arranged to check when they are on holiday <p>Exemplar response: They need to check when they are on holiday (1) as they want all managers to attend (1).</p>	2	<p>Award:</p> <ul style="list-style-type: none"> one mark for identification of a reason PLUS one mark for business-facing development <p>Development mark can be awarded for explanation or analysis.</p> <p>Responses must relate to <u>arranging</u> the meeting.</p>
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> inviting attendees ensure all attendees have the latest agenda and all required documents arranging refreshments booking/arranging/testing equipment greeting attendees/registering attendees providing attendees with relevant information for their <u>safety and comfort</u> (1) i.e. <ul style="list-style-type: none"> emergency procedures toilet facilities refreshments ensure accurate minutes are kept of the meeting gaining approval for the minutes circulating minutes to attendees 	2 x 1 mark	<p>One mark for each of two correct identifications.</p> <p>NB. The response should focus on supporting a meeting not arranging a meeting.</p>

Question		Answer	Marks	Guidance
	(c) (i)	<p>Indicative content:</p> <p>Bad:</p> <ul style="list-style-type: none"> • know the customer's name but has put Dear Sir/Madam • supervisor name not typed out <u>OR</u> not signed • full name of supervisor not given • no date • no contact details Pomodora's e.g. phone number, email • Pomodora's address does not say London • no postcode on Pomodora's address • no postcode on customer's address • no comma required after Dear Sir/Madam • no company logo (image) • no house style/colours • should be Yours faithfully • no space(s) between Yours sincerely and name • supervisor has not given job role • tone is rude/abrupt/offensive/not showing understanding/not showing sympathy/not polite • tone is confrontational • tone is unhelpful <p>Good:</p> <ul style="list-style-type: none"> • clear the letter is from Pomodora's (name could be logo) • Pomodora's address/location included • customer's address in correct place • no punctuation errors • no spelling errors • paragraphs used 	8	<p>Levels of response</p> <p>Level 4 (7 – 8 marks) Candidate evaluates whether the letter is fit for purpose.</p> <p>Level 3 (5 – 6 marks) Candidate analyses the impact on Pomodora's of features identified in L1.</p> <p>Level 2 (3 – 4 marks) Candidate explains the features or explains why the feature(s) identified are good/bad.</p> <p>Level 1 (1 – 2 marks) Candidate identifies feature(s).</p> <p>L1 – identification of feature(s) relating to tone or layout not subject content. Award what feature/tone <u>should be</u>, if seen.</p> <p>L2 – any development of the feature e.g. why it is a good/bad feature.</p> <p>L3 – a business-facing impact of the L1 feature(s).</p> <p>L4 – a justified decision is made that the letter is not fit for purpose based on previous analysis. Award 7 marks for evaluation that considers either tone or layout/design. Award 8 marks for evaluation that considers tone and layout/design.</p>

Question	Answer	Marks	Guidance
	<p>Exemplar response:</p> <p>The tone of the letter is very rude (L1). The supervisor isn't accepting that the customer has a valid complaint (L2). This means that the customer is unlikely to return to eat at Pomodora's again (L3).</p> <p>The letter has no spelling errors (L1). This will give a good impression to the customer (L2), helping to improve Pomodora's reputation (L3).</p> <p>Overall, I do not think that the letter is fit for purpose. Even though the layout is good this will not outweigh the rude tone (L4).</p>		<p>NB. Unprofessional can be awarded as L2 of a L1 identification but cannot be awarded as an L1 mark.</p>
(c)	(ii) <p>Responses include:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • <u>Pomodora's</u> can refer back to it • <u>Pomodora's</u> have a (written) record of it <p>Disadvantages:</p> <ul style="list-style-type: none"> • the customer has written proof (of how rude the supervisor was) • more time consuming <u>than</u> verbal communication (to produce, to gain a reply, to gain answers to questions) • less personal <u>than</u> verbal communication 	2 x 1 marks	<p>Award:</p> <ul style="list-style-type: none"> • one mark for correct identification of an advantage • one mark for correct identification of a disadvantage <p>Accept advantages and disadvantages of a letter as a <u>written form</u> of communication i.e. formal communication, presents the corporate profile, takes time to reach the recipient/doesn't reach the recipient.</p>

Question		Answer	Marks	Guidance
3	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • availability • budget • capacity • cost/price • location (1) e.g. distance/transport links/travel time • refreshments/catering • required resources (1) e.g. equipment to show PowerPoint, accessibility <p>Exemplar response: The budget (1) available will influence the decision because if Charlie needs to keep costs low then he could choose one of the restaurants as the venue (1).</p>	2 x 2 marks	<p>In each instance award:</p> <ul style="list-style-type: none"> • one mark for identification of a reason PLUS • one mark for explanation
	(b)	<p>Responses include:</p> <ul style="list-style-type: none"> • shows the information clearly • shows trends • shows the information visibly/visually/in picture form <p>Exemplar response: It shows the information visually (1) so it keeps the audience's attention (1).</p>	2	<p>Award:</p> <ul style="list-style-type: none"> • one mark for identification of a reason PLUS • one mark for explanation. <p>Reason must relate to a graph being visual e.g. rather than a written or verbal description.</p>

Question		Answer	Marks	Guidance
	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • according to urgency • according to importance • according to the consequences(s) of late completion • according to the status of the task originator • according to the interactivity of tasks • according to the suitability for delegation <p>Exemplar response: It could be done according to the consequence of late completion (1) because if the venue isn't booked on time then the invites can't be sent out (1).</p>	2 x 2 marks	<p>In each instance award:</p> <ul style="list-style-type: none"> • one mark for identification of a method PLUS • one mark for development <p>Development mark can be awarded for an appropriate example, description of the method or explanation.</p>

Question	Answer	Marks	Guidance
(d)	<p>Responses include:</p> <p>Benefits:</p> <ul style="list-style-type: none"> • can find out how other people have dealt with complaints • can hear about other peoples' experiences • small groups can be more engaging • small groups can improve communication • small groups can promote detailed discussions • small groups may encourage quieter waiters to contribute <p>Drawbacks:</p> <ul style="list-style-type: none"> • experiences at one restaurant may not apply to another • solutions may not work at other restaurants • someone might share 'wrong' advice • nothing new might be learnt/advice may not be useful • may be difficult for managers/supervisors to monitor each group • more dominating/opinionated employees may take over the group • people can talk over each other/interrupt • small group discussions may move off topic/lose focus <p>Exemplar response:</p> <p>Benefit – Can hear about experiences in other restaurants (1) because there is a waiter from each restaurant in each group (1). This may improve customer service and reduce customer complaints (1).</p> <p>Drawback – Waiters might talk over each other (1) so no one learns anything (1). This is a waste of Pomodora's time (1).</p>	2 x 3 marks	<p>In each instance award:</p> <ul style="list-style-type: none"> • one mark for identification of a benefit/drawback. PLUS • one mark for development of the benefit/drawback. An appropriate example can receive this mark. • one mark for a business-facing impact

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