

## CAREER AWARD IN OFFICE ADMINISTRATION COMMUNICATION AND TASK MANAGEMENT (5222) FOUNDATION LEVEL

A2002

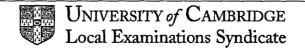
#### MARK SCHEME

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#### **MARKING**

#### TASK 1 (20 marks)

- 3.3 Understand and demonstrate the principles of written communication for simple business letters.
- Letter has 10 faults. Candidate has been asked to identify 5 faults.

#### **LETTERHEAD**

Ute Gaingos, Managing Director, Wholesale Suppliers 145 Tin Kwang Road, Shatin N.T. Hong Kong.

Dear Sir,

The delivery that you keep promising has still not arrived. Please let us know wether you will be delivering this order or not.

Yours faithfully,

#### The letter

is undated	. 4
is unbusinesslike layout/top heavy	. 4
has a spelling mistake (i.e. 'wether)	. 4

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	has no courtesy title in the address	. 4
	has no subject heading	4
	has no signatory's name or designation	. 4
	has wording which is concise to the point of rudeness	4
	gives no brief background explanation	. 4
	gives no summary of action proposed	4
	used an inappropriate style	4
TA	SK 2 (14 marks)	
3.2 3.3 3.3	Memorandums: purpose, structure, advantages.	
•	The important difference between a letter and a memorandum is (8 marks)	
	a letter represents the external image of the company	4
	OR a letter has a standardised formal structure OR	4
	a letter is a formal method of external communication	. 4
	WHERAS	
	a memorandum is an informal method of internal communication	4
	a memorandum has a simple structure (or, layout)	. 4
•	2 advantages of a memorandum are (6 marks)	
	they provide a written record for future reference	3
	they are an efficient method of communication within an organisation	. 3
	they can request information or action	3
TA	SK 3 (25 marks)	
4.2	Factors contributing to face-to-face communication: Asking appropriate questions; getting information; open and closed questions; advantages and disadvantages.	
•	Open questionning	
	means that you are asking questions for which there is no Yes or No answer	5
	should be used when you are trying to seek information	. 5

•	The kind of answers you v	will get when you ask closed questions will be	
	YES or NO		5
•	When negotiating or seek	ing information	
	closed questioning is not l	nelpful	5
•	To change a closed quest	tion into an open question you must	
	rephrase the question		5
TA	SK 4 (41 marks)		
1.1	Identify task requirements information.	; using appropriate communication techniques to inform and share	
1	Co-operation involves (8 r	marks)	
	working as a team		4
	AND		
	being flexible enough to fi	t in tasks that have not been planned	4
2_	Co-ordination involves 4 k	ey words which summarise the needs of co-ordination (8 marks)	
	CONTROL 2		
	COMMUNICATION		2
	CO-OPERATION		2
	FLEXIBILITY		2
3_	The 4 key words which subecause (20 marks)	mmarise the needs of co-ordination have been chosen	
	because (20 marks)		
	CONTROL	indicates that someone has to be identified as having overall responsibility for the work, and must have the authority to make decisions	5
	COMMUNICATION	(NB Accept any part of this answer for the mark of 5) is essential because individuals must know what they have to do,	
		how it must be done, when it is required, what the reporting,	
		procedures are and how to give feedback	5

	CO-OPERATION (NB Accept any part of this answer as the full answer for 5 marks) involves the ability to keep to deadlines so that		
		other people's work is not delayed, their priorities and problems are respected, and everybody is able to work as a team	5
	FLEXIBILITY	being a team member involves the ability (and responsibility) to be able to adjust plans to changing circumstances	5
•	Co-ordination is importa	nt because	
	it ensures that the overa	II team objectives are met	5

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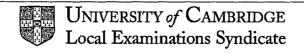
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#### **MARKING**

#### TASK 1 (27 marks)

3.2 Different methods of business communication: e-mail.

### 3 advantages of using e-mail are (9 marks) e-mails are confidential if the user has been allocated their own mailbox e-mails are filed automatically in the system .......3 2 advantages of using e-mail over memos (6 marks) rapid transmission......3 4 procedures for using e-mail (12 marks) check e-mail daily - if a registered user ......3 when sending e-mails give the message a title/subject heading ......3 keep messages short and to the point .......3 include 'Regards' at the end of the memo, if wished......3

	check the content of memo carefully	3
	use spell check	3
	only print a copy if action is needed	3
Γ <b>A</b> S	SK 2 (24 marks)	
3.3	Recognising barriers to communication. Understanding the importance of style appropriate to the receiver. Understanding factors that affect face-to-face communication.	
•	2 reasons why listening is hard (6 marks)	
	noises and other distractions	. 3
	dislike of the speaker	. 3
	dislike of the subject	. 3
	planning what to say next	. 3
•	3 ways in which we can improve our listening skills (9 marks)	
	concentrate on what is being said	. 3
	appear to be interested	. 3
	take appropriate notes	. 3
	organise your surroundings suitably	. 3
,	3 ways in which positive behaviour can be demonstrated (9 marks)	
	build on other's responses	. 3
	indicate support when appropriate	. 3
	respect others views	. 3
	ask appropriate questions to get the required information	.3
	summarise a conversation	. 3

#### TASK 3 (18 marks)

2.3 Effective ways of receiving and making requests.

•	3 ways to deal effectively with requests (9 marks)			
	clarify who is making the request, or for whom it is being made	3		
	listen by concentrating carefully on what is being said	3		
	ask for clarification, if necessary	3		
make sure that you give yourself thinking time before giving a commitment				
	don't be afraid to say 'no' to a request, if you have a very good reason	3		
•	3 ways to make requests effectively (9 marks)			
	before making a request make sure that you have identified its objectives	3		
	try to choose the right moment to make the request	3		
	make sure that you use the right kind of language when making the request	3		
	listen carefully to the response and react appropriately	3		
TA	SK 4 (31 marks)			
	Identify the requirements of the task. Identify techniques for handling interruptions.			
•	3 techniques for handling interruptions (9 marks)			
	always be polite, whatever the status of the person	3		
	when you are busy, kindly, but firmly, state that fact	3		
	be firm about time	3		
	use body language	3		
	think and practice about the body language might use - it must never be rude or hurtful	3		
	practice how to say 'no' to interruptions when asked to do something when you have sufficient work to do	3		

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#### MEMORANDUM COMPOSITION

#### 3.2 Memorandums

#### Principles of communication for writing memos (22 marks)

simple structure	3
sender's name	1
recipient's name	1
date of memo	2
subject of memo	2
provides information	3
it is simple	3
it is concise	3
it is easy to understand	4

#### **EXAMPLE OF APPROPRIATE MEMO**

**MEMORANDUM** 

TO

The Senior Administrator

**FROM** 

Junior Administrator

DATE

(today's date)

**SUBJECT** 

Dealing with interruptions

In response to your request for information as to how I deal effectively with interruptions when I am very busy, I use the following guidelines:

**ALWAYS** 

be polite - whatever the status of the person

be firm about time (privately and roughly estimate how

much time you can afford to lose)

**PRACTICE** 

using body language to politely make your feelings, or

situation, known.

**PLAN TACTICS** 

in case any aggressive or unacceptable behaviour occurs.



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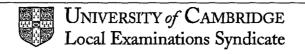
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#### **MARKING**

#### TASK 1 - 39 marks

- 1.2 Recognising levels of authority; understanding purpose of task; applying suitable standards to the task.
- 2.3 Responding to requests positively; receiving requests.
- 3.1 Responding to needs; style appropriate to receiver.
- 3.3 Principles of communication applied: letters; different types of communication recognised; structure.
- Letter composition and application of the principles of communication to letter writing.

plain A4 paper used as instructed1
senior Administrator's name used as signatory1
purpose of task understood1
suitable standards applied to the task1
responded positively ) received request positively )
style appropriate to the receiver4
principles of communication applied ) different types of communication recognised )
structure: subject heading2
letter dated2
clear and concise statements2
correct title of recipient used1
correct address of recipient used1
aim of letter clear, i.e. concern about overdue order3
action required stated3
clear concise statements2
order number referred to

date of original order referred to	3
what the order was for referred to	3
original delivery promise referred to	3

#### **EXAMPLE OF A SUITABLE COMPOSITION**

(today's date)

Mr Merve Habib, Customer Service Manager, Paper Supply Services, 206 Enghelab Avenue, Tehran,

Postal

Code

311146,

Iran.

**URGENT** 

Dear Mr Habib,

#### ORDER NO. 00-972-2-22220

On (insert a date of 2 months ago) an order was placed with your Company for 250 reams

of finely ridged special A4 paper. A 7-day delivery date was quoted. Several inquiries have

been made about a firm delivery date but none have been kept.

This order is now grossly overdue and is having a knock-on effect with our Production Department.

Please contact the writer within the next three days to discuss and remedy this situation.

Yours faithfully

S Amin SENIOR ADMINISTRATOR

#### TASK 2 (34 marks)

- 1.1 Meet time-scales and deadlines; measure to judge the achievement of objectives.
- 1.2 Identify task requirements, duties and responsibilities; need for flexibility when engaged in tasks; breaking tasks into manageable sections.

•	use of Action Plan form and headings used, as instructed	5
•	sensible prioritising of work	3
•	NB The following is a guideline only. Accept suitable alternatives and explanations:	
	urgent letters top priority	3
	'Notice' second priority (complete early in case very busy later in the morning)	3
	recognition of need to make visitors welcome and support company image (i.e. providing tea or coffee for visitors, when required)	3
	recognition of need to maintain an attractive reception area	3
	recognition that work output takes priority over making staff refreshments	3
	recognition that presorting statements and invoices is lowest of the task priorities (for this particular day - they can be completed the following day)	3
	provision for diary updating, as opportunities arise throughout the day	3
	overall, candidate emphasises company image and work completion	5

#### **EXAMPLE OF A SUGGESTED PRIORITY LISTING**

TASK	PRIORITY LEVEL	NOTES
2 urgent letters diary update receptionist's morning tea/coffee receptionist's afternoon tea/coffee visitors tea/coffee, as required 'notice' ready for 1400 hours tidy magazines mid morning and afternoon presort invoices and statements presort statements	1 3 5 5 2 2 2 3 3	

#### TASK 3 (27 marks)

- 4.1 Match appropriate communication style to the situation; juniors; telephonists; buyers, sellers.
- 4.2 Use questions effectively.
- 4.3 Avoid not answering quickly; identify yourself; do not transfer callers without an explanation, speak clearly.
- 7 point checklist for new junior to use when answering the telephone.

answer telephone promptly	2
, , , ,	
have pencil and message pad handy	2
answer with the appropriate information/greeting	2

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identify yourself	2
speak into the mouthpiece	2
speak distinctly and clearly	2
try to recognise the voices of people you are beginning to know and use their names	2
when callers have to wait, assure them that they have not been forgotten	2
know about the company, i.e. who to re-route calls to	2
be honest when you do not know the answer to a query	2
exercíse self-control when callers are annoyed or impatient	2
exercise discretion	2
adopt a friendly businesslike tone	2
do not continue a conversation after picking up the telephone	2
take notes	2
summarise call	2