

# CAREER AWARD IN OFFICE ADMINISTRATION COMMUNICATION AND TASK MANAGEMENT (5232) STANDARD LEVEL

## A2002

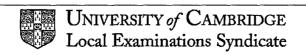
## **MARK SCHEME**

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#### **MARKING**

## TASK 1 (25 marks)

- 3.2 Identify and describe characteristics and strengths of e-mail.
- 3.3 Efficient means of communication; provides written record
- 5 advantages offered by e-mail over other forms of communication (25 marks)

it gives substantial savings on stationery costs	5
it gives substantial savings on paper costs	5
the message transmission is rapid	5
messages can be collected immediately the recipient logs on to the system	5
copies of the message are filed automatically on the system	5
e-mail can be collected when you are ready	5
e-mails are not so disruptive as telephone calls	5
it is more controllable than receiving telephone calls	5
it gives the recipient time to consider the most suitable response	5
it generally has the ability to integrate with other systems	5
all transmissions are recorded so costs can be monitored	5
it makes telework possible	5
it avoids potential delay or loss when sent by the post	5

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#### TASK 2 (34 marks)

- 2.4 Apply non-verbal techniques for dealing with unacceptable behaviour.
- 3.2 Identify non-verbal communication: voice tone, eye contact, facial expressions, posture, gestures.
- 4.2 Recognise the need to match communication style to circumstances; body style. Co-operative body language, collaboration, disagreement, opinion, message, proposal: Context: meeting, interviews. Status: junior, peer, superior, secretary, clerk, and telephonist.
- The 5 main forms of non-verbal expression are demonstrated by (15 marks)

voice tones	3
eye expressions	3
facial expressions	3
	_
postures	3
gestures	2
gesiules	o

• 14 examples of non-verbal communication which include one or more of the above forms are (14 marks)

#### NB Allowance should be made for candidates' responses reflecting their own culture.

fress style	1
voice tone	
eye contact	
narrow/widening eyes	
ooking at	
ooking away	
nomentarily closing eyes	
rowns	
vrinkling nose	
lilating nose	
grimacing mouth	
oursing lips	
miling	
oouting mouth	
nead movements	1
pointing fingers	
Irumming fingers	

clenching fingers	. 1
tapping feet	. 1
hand gestures	. 1
holding cheek and chin when speaking	. 1
slap on back	. 1
shaking hands	. 1
hugging shoulders	. 1
hand on shoulder	. 1
kissing cheek	. 1
pecking cheek	. 1
patting head	. 1
leaning backward	. 1
leaning forward in chair	. 1
rocking in chair whilst talking	. 1
hunched up	. 1
arms folded	. 1
hand/s on hips	. 1
Give 5 examples of non-verbal communication you have used in your day-to-day work (15 marks)	
NB Allow for responses to reflect candidates' own culture.	
Non-verbal behaviour might be used, for example, when:	
silently chastising someone	. 3
explaining something	. 3
asking someone to be quiet	. 3
asking what someone wants	. 3
exasperated	. 3
asking or answering questions	. 3
collaborating	. 3

	giving/offering an opinion	. 3
	giving a message	. 3
	giving a proposal	. 3
	speaking to peers	. 3
	speaking to superiors	.3
	speaking to secretaries	.3
	speaking to clerks	. 3
	speaking to telephonist	. 3
۲A	SK 3 (30 marks)	
3.1	Identifying acceptable and unacceptable behaviour Identifying organisation's needs Principles of letter writing	
•	7 principles of written communication to be used by staff when writing business letters (21 marks)	
	clear aim	3
	logical structure and clear layout	3
	appropriate style	3
	thinning long or wordy sentences and paragraphs	3
	subject heading	3
	clear and concise statements	3
	brief step by step explanation of the context	3
	summary of action proposed	3
	clarify through short words	3
	short sentences and paragraphs	3

•	3 ways by which the correct name, title and address of a recipient could be checked (9 marks)
	telephone the company and ask the receptionist
	ask your colleague3
	look at previous correspondence3
	check the address should you need to speak to them on the telephone
TA	SK 4 (11 marks)
	Competence required, need for flexibility, planning tasks. Time management.
•	3 rules to use when planning priorities for the day (11 marks)
	Assess priorities by deciding:
	what must be done
	Do priority jobs first4
	Do difficult jobs in the morning4



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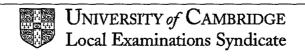
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#### **MARKING**

## TASK 1 (24 marks)

- 3.1 Need for communication in business: it efficiently and effectively disseminates information.
- 3.2 Facsimile transmissions: advantages and disadvantages
- 6 advantages of facsimile transmission (24 marks)

can be sent to electronic mail boxes	4
can relay documents and graphics via a telephone network to another location in seconds	4
does not limit the organisation to what it can send	4
is useful for organisations who need to contact overseas' clients	4
can be left on 24 hours a day	4
does not have to be continually monitored 24 hourly	4
is not affected by the time difference between countries	4
can be interfaced with a P.C and allow direct faxing from a computer	4
can receive faxes on a computer disk and print out on a printer	4
can scan A4 documents, photographs and graphic	4
can redirect incoming fax to another number	4
can convert to text files and edit them	4
SOME	
can receive e-mail messages	4
print out WEB pages	4
have a copy facility	4
have an enlargement and reduction facility	4
have an integrated answerphone	4

## TASK 2 (40 marks)

- 1.3 Understanding time management.
- 2.4 Explain and apply techniques for handling interruptions.

•	3 activities that can interfere with time management (12 marks)	
	meetings	4
	telephone work	4
	paperwork	4
	research	4
	socialising	4
•	4 weaknesses in time management (16 marks)	
	NOT	
	being able to say 'NO'	4
	prioritising a daily activity plan	4
	planning for 'thinking' time	4
	planning for 'catching up' time	4
	allowing for unplanned tasks	4
	allowing for interruptions	4

allowing for other distractions ......4

•	3 techniques for handling interruptions (12 marks)
	encourage contact by e-mail, instead of telephone4
	be polite but firm about time4
	work to an agenda when speaking on the telephone4
	work to an agenda when being interrupted4
	set a time scale4
	use body language4
TA	SK 3 (25 marks)
	Recognise need to match communication to circumstances: telephone conversation; superior, buyer/secretary, telephonist.  Behaviour to avoid: not keeping caller informed when holding on; not identifying yourself; attempting to transfer callers without explanation; not being businesslike; not asking for and using the caller's name; not explaining actions when caller is holding on, or when attempting to transfer the caller.
•	6 reasons where the telephonist went wrong (31 marks)
	The firm's name and number was not announced4
	'Hello' told the caller it was a waste of time to announce the firm's name and number4
	The caller was addressed in unsuitably familiar terms, without knowing to whom who it was being spoken to4
	The impression was given that Mr Ling's call was not important enough to disturb Mr Butuko4
	The secretary's absence should have been covered up for the sake of the company's image4
	The caller was kept waiting whilst telephonist was trying to get through to the Secretary without keeping the caller informed
	It was exceptionally rude and unbusinesslike to end the call with "OK!" and to replace the receiver without a courteous ending, or any offer of help or co-operation4
	The telephonist contributed nothing towards the Company image
	The telephonist failed to be polite, tactful and helpful at any time4

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## TASK 4 (12 marks)

3.3 Principles of simple business documents: memorandums

•	2 reasons for using memorandums (2 marks)	
	they are an efficient means of communication within the organisation	1
	they provide a written record of agreement	1
	they can alter or modify oral agreements	1
	they can put forward ideas	1
•	Memo using the 6 principles of structure for memorandums and 3 principles of style (10 marks)  SIMPLE STRUCTURE (6 marks)	
	recipient	1
	sender	1
	date	1
	subject heading	1
	information	1
	action proposed	1
API	PROPRIATE STYLE (3 marks)	
	simple	1
	no cliches or slang	1
	concise	1
	easy to understand	1
	TONE (1 mark)	
	appropriate to status of sender or receiver	1



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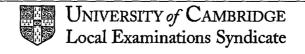
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#### MARKING

## TASK 1 (20 marks)

2.1	Rules for solving tension and disagreements; giving and receiving feedback; identifying acceptable an unacceptable behaviour.	ıd
2.4 4.2		
•	The aim of dealing with criticism is to (4 marks)	
	rebuff the criticism without raising tension	4
•	4 ways of dealing with criticism (16 marks)	
	if it is valid criticism accept it assertively and repeat it back to the critic showing that you understand it	4
	offer a brief apology if necessary, with a positive statement on the way forward if it is invalid criticism accept it calmly to diffuse the situation but do not accept the actual criticism	4
	show your understanding of an invalid criticism by repeating it back but at the same time saying that you do not agree with it	4
	when saying that you do not agree with invalid criticism keep your voice firm	4
	when saying that you do not agree with invalid criticism make your demeanor consistent with what you are saying	4
	if the criticism makes you angry let it be known with a statement about yourself, not not the critic	4
TAS	SK 2 (17 marks)	
4.2	Purpose of questions; question types.	
•	2 reasons for asking effective questions (6 marks)	
	to get understanding	3

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to get information ......3

to confirm agreement and commitment ......3

•	The type of questioning that would be used to probe for further information, or to ask for facts would be marks)	3
	open ended questioning	3
•	A hypothetical question is used (4 marks)	
	when we want to speculate, or propose a conjectural or imaginary question	4
•	A leading question is used (4 marks)	
	when we want to solicit/encourage a response	4
TAG	SK 3 (28 marks)	
17		
2.1 2.3	Listening and reacting appropriately; identifying objectives; testing understanding (open and closed questions); clarification; thinking time, summarising.	
4.2	Using questions	
•	4 rules for listening effectively (16 marks)	
	take notes	4
	actively concentrate	4
	summarise	4
	appear interested	4
	use body language	4
	use eye contact	4
	organise the surroundings	4
	question if something is not understood	4
•	3 benefits of improving our listening techniques (12 marks)	
	we give added value to our organisation	4
	we widen our range of knowledge	
	we improve relationships and morale	
	we get new ideas and suggestions	
	we can help to solve problems	
	it can help with our own problems	
	discover why people perform in a specific way, i.e. how they tick	

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## TASK 4 (35 marks)

## 7 guidelines for writing reports (28 marks)

	carefully prepare it before writing up	4
	define an aim	4
	decide the type of report it is to be	4
	decide the structure and style	4
	plan the layout	4
	select and discard information for the report and appendices	4
	plan the introduction	4
	plan the body	4
	plan the conclusion	4
•	Principles of communication applied to written memo (7 marks) sender	1
	recipient	
	date	
	subject heading	1
	tone appropriate to the sender	1
	a simple style	1
	no cliches or slant	1
	conciseness	1
	clear and easy to understand	

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