

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS

Cambridge International Diploma Foundation Level

MARK SCHEME for the 2005 question paper

CAMBRIDGE INTERNATIONAL DIPLOMA IN OFFICE ADMINISTRATION

5222 Communication and Task Management, maximum mark 100

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2005

CAMBRIDGE INTERNATIONAL DIPLOMA

Foundation Level

MARK SCHEME

MAXIMUM MARK: 100

PAPER: 5222/A

Office Administration (Communication and Task Management)



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Task 1 (24 Marks)

- Correctly name communication systems (3.1, 3.2 - 12 marks)
- Give a reason for each choice made (3.1, 3.2 - 12 marks)

AWARD 3 MARKS FOR A REASON GIVEN FOR A CHOICE OF SYSTEM. THE ANSWER COULD BE ANY OF THE FOLLOWING BUT ALLOW OTHER SUITABLE ANSWERS.

- (a) FAX [3]
Fast means of communication [3]
Way of sending charts, diagrams which have not been produced electronically [3]
- (b) TELEPHONE [3]
Answer required immediately [3]
Direct contact [3]
May not check email immediately [3]
- (c) LETTER [3]
Customer will wish to receive a written reply [3]
It may need to be referred to at a later date [3]
- (d) EMAIL [3]
Immediate response can be made [3]
Written communication, may need to be referred to later [3]
Figures involved, no possibility of mishearing [3]

Task 2 (20 marks)

- Identify two tasks which are not urgent from given list (1.3 – 10 marks)
- Give two reasons for your choice (1.3 - 10 marks)

Not urgent

- Various papers left in filing basket [5]
Complete wall planner with holiday requests [5]

Reason

- Both tasks are routine tasks [5]
Not urgent – all other tasks have deadlines [5]
If interruptions occur these two tasks could be left till the next day [5]

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Task 3 - 32 marks

- Five qualities of a team leader (2.2 - 20 marks)
- Four interruptions which delay the completion of work (2.4 - 12 marks)

ACCEPT OTHER SUITABLE ANSWERS

Identify the strengths and weaknesses of your team	[4]
To delegate work according to the strengths of each individual member	[4]
To be a listener	[4]
To be supportive to each team member	[4]
To be a leader	[4]
To be fair	[4]
To be constructive when issuing criticism	[4]
Ability to set realistic deadlines	[4]

ACCEPT OTHER SUITABLE ANSWERS

Telephone calls	[3]
Colleagues discussing other projects to be completed	[3]
Colleagues wishing to discuss personal problems	[3]
Noisy working environment	[3]

Task 4 (24 marks)

- Four pieces of information which should form part of a telephone message (4.3 - 8 marks)

ACCEPT OTHER SUITABLE ANSWERS

Name of person taking call	[2]
Time taken	[2]
Date	[2]
Telephone number of caller	[2]
Who the message is for	[2]

- Design a form to be used for recording telephone messages (4.3 - 16 marks)

ACCEPT OTHER SUITABLE ANSWERS

Title of form	[2]
Name of caller	[2]
Organisation	[2]
Message	[2]
Action	[2]
Taken by	[2]
Date	[2]
Telephone number of caller	[2]
Message for	[2]

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EXAMPLE OF A TELEPHONE MESSAGE FORM

TELEPHONE MESSAGE	
To	From
Date	Time
CALLER'S NAME	
ORGANISATION	
TEL NO	EXT NO
Message	
.....	
.....	

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MARKING

TASK 1 (9 marks)

- Give **three** reasons why you might use a graph or chart instead of giving your information in textual form, for example, in a memo. (1.2 – 9 marks)

Because charts

help to turn wordy text into quickly understood and usable information	[3]
take less time to read and understand than a wordy memo	[3]
are interesting and easier to use/refer to than wordy memos	[3]
are quick ports of reference	[3]
aid 'at a glance' understanding	[3]
often act as memory aids	[3]
are graphical information aids	[3]

TASK 2 (40 marks)

- Give **eight** guidelines you should remember when answering the telephone and speaking to customers. (4.1, 4.2, 4.3 – 40 marks)

ALWAYS ROUTINELY

have pen and paper to hand	[5]
plan calls ahead	[5]
answer the telephone by the 3 rd ring	[5]
identify yourself by announcing your Company, or Department	[5]
transfer calls thoughtfully	[5]
respond appropriately to customer's/closing remark (e.g. "Thank you")	[5]
allow the caller to hang up first	[5]
giving correct information concisely and completely	[5]
giving way to customers when they interrupt you	[5]
being attentive to the client's/customer's statements	[5]
expressing concern or regret when this is appropriate	[5]
apologising, if this is necessary	[5]
indicating by your words, manner, and tone of voice that you are willing to be of help	[5]
giving the caller individual consideration – not just routine treatment	[5]
making sure that your attitude is friendly, helpful and interested	[5]

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TASK 3 (31 marks)

- **Two reasons why you should e-mail instead of writing a memo, and five guidelines for ensuring that an e-mail is written in an appropriate business style.**

Two reasons for using e-mail in preference to writing a memo. (3.3 – 8 marks)

it is low cost, compared to memo writing (once software has been installed) [4]
it is a quick method of communication [4]
it costs the same as a telephone call [4]

- **Five guidelines to ensure that e-mail is written in an appropriate 'business style'. (3.3 – 20 marks)**

keep it simple [4]
use short sentences [4]
use short paragraphs [4]
do not use clichés or slang [4]
write it informally but with a businesslike tone [4]
don't let it get chatty [4]
ensure that it is easy to understand [4]

- **How would you protect the security of your e-mail? (3 marks)**

by using a password [3]

TASK 4 (20 marks)

- **Problems in business and personal lives result from poor communication. Give five reasons why communication may fail. (3.1, 3.3, 4.2 – 20 marks)**

Communication may fail because

the body language may be wrong [3]

language presents a problem – i.e., affected by dialects, background, experience, choice of words, tone emphasis [4]

listening is poor – there needs to be an interest in the speaker, concentration on what is being said [4]

pre-judgement has occurred, i.e. when we are preconditioned by what we already know and are influenced by our background and experience, i.e. we hear what we want to hear, or what we think we heard [4]

relationships – if the relationship between giver and receiver is not good communication may fail to be effective or break down altogether [4]

emotional responses – communication cannot succeed if a person is highly emotional about the topic concerned. Problems may arise from insecurity, fear, anger etc. [4]

lack of a system – organisations need prescribed procedures for getting messages to people who need them. If these are not available there can be no effective communication within the organisation [4]