



Coimisiún na Scrúduithe Stáit
State Examinations Commission

**LEAVING CERTIFICATE
APPLIED 2011**

MARKING SCHEME

**OFFICE
ADMINISTRATION &
CUSTOMER CARE
(WRITTEN)**

COMMON LEVEL

Riarachán Oifige agus Cúram Custaiméirí (Scríofa)

Office Administration and Customer Care (Written)

240 marcanna 240 marks

Achoimre na marcanna Summary of marks

C1 Q1 (60) (a) 16 (4×4); 12 (6×2), (b) 24 (6×4), (c) 8 (4×2)

C2 Q2 (60) (a) 8 (4×2), (b) 35 (7×5), (c) 9 ($5 + 4$); 8 (4×2)

C3 Q3 (60) (a) 30 (3×10), (b) 10 (2×5), (c) 20 (5×4)

C4 Q4 (60) (a) 15 (3×5); 9 (3×3), (b) 24 (6×4); (c) 12 (4×3)

C5 Q5 (60) (a) 25 (5×5), (b) 3 (1×3); 14 (1×14); 8 (1×8); 6 (1×6); 4 (2×2)

C6 Q6 (60) (a) 28 (1×28); 2 (1×2), (b) 30 (6×5)

C7 Q7 (60) (a) 16 (4×4), (b) 24 (8×3), (c) 20 (4×5)

C8 Q8 (60) (a) 8 (2×4); 16 (4×4), (b) 8 (2×4); 12 (3×4); 8 (2×4), (c) 8 (4×2)

Creidiúintí Credits

12: 204-240 **11:** 187-203 **10:** 170-186 **9:** 154-169 **8:** 137-153 **7:** 120-136

6: 103-119 **5:** 86-102 **4:** 70-85 **3:** 53-69 **2:** 36-52 **1:** 19-35

0: 0-18

NB: If applicable . . .

- In the grand total, round **down** fractions or decimals to the next whole number
- Leave fractions or decimals in individual answers

Reasonable accommodation

Where a candidate has been granted, and availed of, the aid of a scribe, a tape recorder or a spell-enabled computer, or has been granted a spelling or grammar exemption, a modified interpretation of this marking scheme will apply to this paper.

SECTION 1—RETAILING AND SELLING

Ceist 1 Question 1

60 marks

Marcanna Marks

(a) 4 marks for each of four members (4×4)	... 16
6 marks for each of two points (6×2)	... 12
(b) 6 marks for each of four steps (6×4)	... 24
(c) 4 marks for each of two points (4×2)	... 8
	<u>60</u>

Solutions (*as given or similar*)

- (a) (1) Manufacturer
↓
Wholesaler
↓
Retailer
↓
Consumer
- (2) No credit given to retailers
No delivery service provided (28)
- (b) 1 Check the shoes to see how serious the fault is.
- 2 Ask the customer politely if he or she has a receipt and check the date of the receipt.
- 3 Apologise to the customer because the complaint is genuine.
- 4 If the fault is minor, a repair service could be offered.
- 5 Otherwise, offer a replacement pair or a credit note. A refund would have to be approved by your manager. (24)
- (c) Security cameras to record all activities at the premises.
Time lock safes which cannot be opened.
Night hatch for sales after 11pm. (8)

Marcanna Marks

- | | |
|---|---------------|
| (a) 4 marks for each of two types (4×2) | ... 8 |
| (b) 7 marks for each of five steps (7×5) | ... 35 |
| (c) 9 marks for two points of information ($5 + 4$);
two examples at 4 marks each (4×2) | ... <u>17</u> |
| | <u>60</u> |

Solutions (*as given or similar*)

- (a) On-line selling
Markets
Door-to-door
Mail order (8)
- (b) 1 Employees work in pairs, one counting the stock and the other recording the information on stock sheets.
2 Each pair takes an area, for example books or magazines.
3 All goods are counted, including goods in storage or on window display.
4 All the stock sheets are collected at the end.
5 The totals of all the stocks are totted and a value put on them. (35)
- (c) (i) This is where the franchisee has the right to use another business idea in return for a fee (either a percentage of revenue or part of the profits). It is less risky than starting your own business. (9)
- (ii) 1 McDonalds
2 Easons (8)

SECTION 2—OFFICE ASSISTANT

Ceist 3 Question 3

60 marks

Marcanna Marks

- | | |
|---|------------------|
| (a) 3 marks for each of 10 names arranged in alphabetical order (3×10) | ... 30 |
| (b) 2 marks for each of 5 details (2×5) | ... 10 |
| (c) 5 marks for each of 4 uses (5×4) | ... <u>20</u> |
| | <u>60</u> |

Solutions

- | | |
|-------------------------|--------------------------|
| (a) | |
| (i) Ann Fitzgerald | (vi) Pat Fitzmaurice |
| (ii) John Fitzgerald | (vii) Tom Fitzmaurice |
| (iii) Mary Fitzgerald | (viii) Henry Fitzpatrick |
| (iv) Patrick Fitzgerald | (ix) John Fitzpatrick |
| (v) Mary Fitzhenry | (x) Lisa Fitzpatrick |
- (30)

Note: For any attempt, say, first name in alphabetical order, allow 1 mark each. For example, Ann Fitzgerald, Henry Fitzpatrick, etc.

- (b) Details to record when taking a message over the phone.

- 1 The person's name
- 2 Contact number
- 3 Message
- 4 Who the message is for
- 5 Date

(10)

- (c) Uses for each of the following types of computer packages

Spreadsheet

- 1 Preparing budgets and forecasts
- 2 Calculations

Wordprocessing

- 1 Letters and reports
- 2 Mailmerge

(20)

Ceist 4 Question 4**60 marks**

	Marcanna Marks
(a) 3 marks for each of five items (3×5)	...15
3 marks for each of three points (3×3)	... 9
(b) 6 marks for each of four tasks (6×4)	...24
(c) 4 marks for each of three methods (4×3)	...12
	<u>60</u>

Solutions (*as given*)

(a) To: The office staff

Re: Meeting

From: Human Resource Manager

Date: 9/6/11

Message:

A meeting will be held on Friday next at 4 pm to take the names of staff members interested in attending a training course to upgrade their IT skills.

Signed *AN Other**(24)*

(b) Human Resources Department

- 1 Hiring staff and filling vacancies
- 2 Providing training for new and existing employees

Wages Department

- 1 Calculating gross wages and net wages (after deductions)
- 2 Printing off pay slips

(24)

- (c) 1 Geographical
2 Alphabetical
3 Numerical

(12)

SECTION 3—OFFICE PRACTICE

Ceist 5 Question**60 marks**

- | | |
|--|------------------|
| (a) 5 marks for each of five items (5×5) | ...25 |
| (b) Dates: 3 (1×3); figures 14 (1×14); details 8 (1×8); totals 6 (1×6);
balances 4 (2×2) | ... <u>35</u> |
| | <u>60</u> |

Solutions (*as given or similar*)

- (a) 1 Be familiar with all exit routes.
- 2 If lifting heavy objects, bend your knees to avoid backache.
- 3 If using a computer, take regular breaks.
- 4 Have regular fire drills.
- 5 Sockets should not be overloaded. Electrical cables should be neat and tidy.
- (25)

Petty Cash Book

Date	Details	Total	Date	Details	Total	Postage and stationery	Refreshments	Travel	Other
2011		€	2011		€	€	€	€	€
23 May	Bank	100	23 May	Tea and coffee	9.60		9.60		
			24 May	Postage	5.50	5.50			
				Taxi fare	18.50			18.50	
				Envelopes	2.50	2.50			
			25 May	Washing-up liquid	1.40				1.40
			26 May	Donation to local charity	8.00				8.00
			27 May	Window cleaner	24.00				24.00
				Balance c/d	30.50				
		100.00			100.00	8.00	9.60	18.50	33.40
27 May	Balance b/d	30.50							

(35)

Marcanna Marks

- (a) 1 mark for each of 28 items; 2 marks for neatness ... 30
(b) 6 marks for each of five items (6×5) ... 30
60

Solutions (as given or similar)

(a)

Name	Time	Organisation	Purpose	Action
Michael Leonard	9:40am	Morrow Ltd	Delivery of samples of new door locks	Asked him to call back next week
Swift Couriers	10:20am	Connor Engineering	Delivery of a package	Signed for it
Mark Reilly	10:50am		Seeking sponsorship for summer festival	Will get back to him
Mary Connor	11:30am		Enquiry about job vacancies	Asked her to send in her CV
Anna Maloney	2:40pm	Top Supplies Ltd	Sales call	Arranged a meeting for next week
Jim Smith	3:30pm	Energy Solutions	To arrange a meeting	Will contact him with a suitable time

(30)

- (b) 1 Check that all letters are signed and that enclosures (cheques and receipts) are attached.
2 Check to see that the address on the letter matches the address on the envelope.
3 Fold letters and enclosures neatly and place in an appropriate sized envelope.
4 Keep registered post separate.
5 Weigh heavy envelopes and use An Post guide to calculate postage.

(30)

SECTION 4—RETAILING AND THE CONSUMER

Ceist 7 Question 7

60 marks

Marcanna Marks

(a) 4 marks for each of four qualities (4×4)	...16
(b) 8 marks for each of three points (8×3)	...24
(c) 4 marks for each of five points (4×5)	... <u>20</u>
	<u>60</u>

Solutions (*as given or similar*)

(a) Personal qualities

- 1 Good people skills and persuasive skills
- 2 Enthusiastic and energetic
- 3 Good knowledge of product and service
- 4 A convincing manner and being able to close a sale

(16)

(b) 1 No

Reason: This sign implies that the consumer has no rights. If the goods are damaged or faulty, the consumer is entitled to return the goods and can get a repair or refund or replacement.

2 No

Reason: The seller is responsible for whatever he or she sells and is required to deal with the consumer's complaint.

3 Yes

Reason: Retailers are entitled to display this sign. The cheque may bounce if there are no funds in the customer's account and the retailer would be at a loss as a result.

(24)

(c) True; false; true; true; false

(20)

Marcanna Marks

- (a) 2 marks for each of four correct profit items (2×4) ... 8
 4 marks for each of four correct percentage mark-ups (4×4) ... 16
- (b) 2 marks for each of four costs (2×4) ... 8
 3 marks for each of four VAT items (3×4) ... 12
 2 marks for each of four totals (2×4) ... 8
- (c) 4 marks for each of two points (4×2) ... 8
60

Solutions (*as given*)

(a)

Cost price	Selling price	Profit	Percentage profit margin
€	€	€	%
420	500	80	16
120	180	60	$33\frac{1}{3}$
75	100	25	25
288	360	72	20

(24)

(b)

Quantity	Description	Cost per unit	Total cost excluding VAT	VAT 21%	Total
		€	€	€	€
20	Electric kettles	20	400	84	484
4	DVD players	225	900	189	1089
2	Plasma televisions	650	1300	273	1573
30	Electric blankets	20	600	126	726

(24)

- (c) Impulse buying is buying on the spur of the moment, without planning. An item catches your eye and you purchase it.

(12)

