



Coimisiún na Scrúduithe Stáit State Examinations Commission

LEAVING CERTIFICATE APPLIED, 2011

Vocational Specialism— Office Administration and Customer Care

WRITTEN EXAMINATION (240 marks)

Tuesday, 14 June, afternoon, 2:30—4:00

GENERAL DIRECTIONS

- ☐ Write your EXAMINATION NUMBER here. 
- ☐ Write all your answers in this ANSWER BOOK in the spaces provided.
- ☐ Show necessary work alongside your answers.
- ☐ Calculators may be used.
- ☐ There are FOUR sections in this examination.

—Answer FOUR questions.

—Attempt ONE question from EACH section.

For the superintendent	For the examiner	
Stampa an ionaid Centre stamp	1. Total of end-of-page totals	
	2. Aggregate total of all disallowed questions	
	3. Mark awarded (1 minus 2)	
	4. Bonus for answering in Irish (if applicable)	
	5. Total mark if a bonus is awarded for answering in Irish (3 plus 4)	
	Note: The mark in row 3 (or in row 5 if a bonus is awarded for answering in Irish) must equal the mark in the Móriomlán box on the script.	

SECTION 1—RETAILING AND SELLING

Question 1

60 marks

Answer (a), (b) and (c).

- (a) (i) Consumers, retailers, manufacturers and wholesalers are members of the chain of distribution.

Draw a suitable chain of distribution, using the diagram below, which includes all of these members.



- (ii) Many wholesalers operate on a cash-and-carry basis. Briefly explain what this means.

(28)

(b) You work as a sales assistant in a shoe shop. A customer, who bought a pair of shoes three days ago, is seeking a refund because the sole on one of the shoes is falling off. Outline **four** steps that you would take to deal with this situation.

1 -----

2 -----

3 -----

4 -----

(24)

(c) Suggest **two** security measures that a filling station operating on a 24-hour basis should have.

1 -----

2 -----

(8)

Rough work

Question 2

60 marks

Answer (a), (b) and (c).

(a) Name **two** types of non-shop retailing.

- 1 _____
- 2 _____ (8)

(b) Outline **five** steps involved in doing a stocktake for a medium sized newsagent's shop which also sells books.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____ (35)

(c) (i) Explain franchising as a type of retailing.

(ii) Give **two** examples of franchise operations in Ireland.

- 1 _____
- 2 _____ (17)

SECTION 2—OFFICE ASSISTANT

Question 3

60 marks

Answer (a), (b) and (c).

- (a) Place the following names in alphabetical order of surnames and also, where necessary, in order of first name.

- | | |
|--|--|
| ☐ Mary Fitzhenry | ☐ John Fitzpatrick |
| ☐ John Fitzgerald | ☐ Pat Fitzmaurice |
| ☐ Ann Fitzgerald | ☐ Lisa Fitzpatrick |
| ☐ Patrick Fitzgerald | ☐ Tom Fitzmaurice |
| ☐ Henry Fitzpatrick | ☐ Mary Fitzgerald |

- | | |
|-------------|--------------|
| (i) _____ | (vi) _____ |
| (ii) _____ | (vii) _____ |
| (iii) _____ | (viii) _____ |
| (iv) _____ | (ix) _____ |
| (v) _____ | (x) _____ |

(30)

- (b) List **five** details you consider important to record when taking a message over the phone.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

(10)

(c) Suggest uses for each of the following types of computer packages.

Spreadsheet

1 _____

2 _____

Wordprocessing

1 _____

2 _____

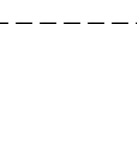
(20)

Rough work

Answer (a), (b) and (c).

- (a) Prepare a memo from Ann Nolan (human resource manager) to the office staff, stating that a meeting will be held on Friday next at 4pm to take the names of staff members interested in attending a training course to upgrade their IT skills. Use today's date.

To: _____	Re: _____
From: _____	Date: / /
MESSAGE:	
Signed: _____	



(24)

(b) What are the main tasks which take place in the following departments?

Human Resources Department

1 _____

2 _____

Wages Department

1 _____

2 _____ (24)

(c) Which method of filing would you use in the following situations?

(i) Cork, Limerick, Carlow

(ii) Keane, Cooney, Ryan

(iii) 60, 40, 70

_____ (12)

SECTION 3—OFFICE PRACTICE

Question 5

60 marks

Answer (a) and (b).

- (a) You have been appointed as the health and safety officer. Your workplace consists of a workshop, a warehouse and an office. List **five** things you would recommend to ensure a safe and healthy work environment.

1 _____

2 _____

3 _____

4 _____

5 _____

(25)

- (b) From the following information prepare the petty cash book for Value Wholesalers for the week ending 27 May, 2011. Use four analysis columns. You may use the outline given or any other suitable format.

2011

23 May	Cheque received from accounts department	€100.00
23 May	Tea and coffee	€9.60
24 May	Postage	€5.50
24 May	Taxi fare	€18.50
24 May	Envelopes	€2.50
25 May	Bottle of washing-up liquid	€1.40
26 May	Donation to local charity	€8.00
27 May	Window cleaner	€24.00

Balance the account on 27 May, 2011 and restore the imprest on that day. Use analysis columns, refreshments, postage and stationery, travel and other.

Petty Cash Book

Date	Details	Total	Date	Details	Total	Postage and stationery	Refreshment	Travel	Other

Question 6**60 marks**

Answer (a) and (b).

- (a) You work as a receptionist for a hardware wholesalers. Your boss is out for the day. Your duties include keeping a record of all visitors to the business. On the form provided, record the visits for your boss.

9:40am Michael Leonard from Morrow Ltd delivered samples of new door locks. You asked him to call back next week.

10:20am Swift Deliveries delivered a package from Connor Engineering. You signed for it.

10:50am Mark Reilly called seeking sponsorship for the upcoming summer festival. You will get back to him.

11:30am Mary Connor called to enquire about job vacancies. You asked her to send in her C.V.

02:40pm Anna Maloney, sales representative with Top Suppliers Ltd, called. You arranged a meeting with her for next week.

03:30pm Jim Smith from Energy Solutions called and would like to arrange a meeting. You are to contact him with a suitable time.

Name	Time	Organisation	Purpose of visit	Action

(30)

- (b) You work for Perry Insurance. Your duties include looking after outgoing post. Outline how you would deal with outgoing post.

1 _____

2 _____

3 _____

4 _____

5 _____

(30)

Rough work

SECTION 4—RETAILING AND THE CONSUMER

Question 7

60 marks

Answer (a), (b) and (c).

- (a) List **four** personal qualities which a good salesperson should have.

1 _____

2 _____

3 _____

4 _____

(16)

- (b) The owner of a shop wishes to display some new signs. Advise the owner on the legality of each sign. Say whether the sign should be displayed or not and explain why.

1

No returns during sales

 Legal: yes or no _____

Reason _____

2

Faulty goods must be returned to the manufacturer

 Legal: yes or no _____

Reason _____

3

Cheques accepted only with a banker's card
--

Legal: yes or no _____

Reason _____

_____ (24)

(c) Tick **one** of the boxes for each sentence to show whether it is true or false.

	True	False
Goods sold to consumers must be of merchantable quality	☐	☐
You are legally entitled to your money back if you return goods	☐	☐
The annual percentage rate must be shown on all hire purchase agreements	☐	☐
You are given a P45 when you are made redundant	☐	☐
All retail outlets must accept credit cards	☐	☐

(20)

Rough work

Question 8**60 marks**

Answer (a), (b) and (c).

(a) Calculate the profit and percentage profit margin on each of the following.

Cost price	Selling price	Profit	Percentage profit margin
€	€	€	%
420	500		
120	180		
75	100		
288	360		

(24)

(b) Calculate

- 1 The cost excluding VAT (value added tax)
- 2 The VAT at 21%
- 3 The total

Quantity	Description	Cost per unit	Total cost excluding VAT	VAT at 21%	Total
		€	€	€	€
20	Electric kettles	20			
4	DVD players	225			
2	Plasma televisions	650			
30	Electric blankets	20			

(28)

(c) Impulse buying is _____

(8)

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