

**Qualification title: Level 2 Technical Certificate in Business
Support**

Test title: Sample

Version: Sample

Base mark: 80

Calculators are allowed

Question 1

A dental surgery is based on three floors of a building.

Describe **three** actions that should be taken by a receptionist to keep clients safe using the dental surgery. (3 marks)

Mark Scheme

Award **1 mark** for each appropriate action described to a maximum of **3 marks**

- Ensure entrance is clear
- Regularly check waiting area for rubbish on floor such as magazines
- Put signs warning people about stairs
- Offer to help people walking up and down stairs
- Check where electrical items are plugged in.

Test spec reference:

201 3.2

Total marks: 3 marks

**The test specifications for the 2018 exams have changed.
The content sampled will vary from this paper.
See the latest qualification handbook for the updated test specification.**

Question 2

A client with a severe hearing impairment comes into an organisation to make an appointment.

- a) Explain **two** ways to overcome communication barriers to assist the client. (4 marks)
- b) Describe **one** other barrier to communication. (2 marks)

Mark Scheme

- a) Award **1 mark** for each relevant point made to a **maximum 2 marks** for each way explained. If more than two ways are included in the response, the best two should be marked.
 - Use written communication (1) so the appointment slots available can be written down (1)
 - Face the client when speaking (1) so that they can lip read/to aid hearing (1)
 - Use the appointment book/computer booking system (1) so the client can see what appointments are available (1)
 - Use body/sign language (1) to clarify numbers/times (1)
- b) Award **1 mark** for a basic description (eg one or two words) or **2 marks** for a more detailed description.
 - Sight impairment (1) where clients would have difficulty finding their way to the reception area (1)
 - Lack of email/mobile phone (1) to receive appointment reminders (1)
 - Emotional issues such as scared (1) where the client cannot take in information (1)

Test spec reference:

- a) 202 1.3
- b) 202 1.3

Total marks: 6 marks

Question 3

What is the definition of marketing? (2 marks)

Mark Scheme

Award **1 mark** for a basic definition, **2 marks** for a detailed definition.

Marketing is how a business meets customer needs. (1)

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably. (CIM) (2)

Test spec reference:

204 1.1

Total marks: 2 marks

Question 4

MPhones Ltd sells mobile phones and mobile phone packages. Figure 1 is an extract from their website.

Samsung Galaxy S7 Edge
32GB

Vodafone
4G

Free Phone
£39.00
per month / 24 months

+ Unlimited Minutes
+ Unlimited Texts
+ 6GB Data

Buy Now >

Colours:

Figure 1

www.mobilephonesdirect.co.uk

Describe the marketing mix of MPhones. (4 marks)

Mark Scheme

Award **1 mark** for each aspect of the marketing mix described to a **maximum 4 marks** if product, price, place and promotion are addressed.

- Product – mobile phones or a specific example as given in figure 1
- Price – any details of price taken from figure 1 or reference to appropriate pricing strategy
- Promotion – digital on website, or special offers
- Place – online retailing, delivery.

Test spec reference:

204 1.1

Total marks: 4 marks

Question 5

GG Sports is an online sports goods retailer. All complaints must be made directly through the website. Customers select the type of complaint from a drop down list. They receive an automated email to acknowledge the complaint. A separate complaints department investigates and responds within 7 days.

GG Sports is planning to introduce an online 'Chat' facility to provide customer support.

Explain **two** ways the complaint handling process will be different. (6 marks)

Mark Scheme

Award **1 mark** for each relevant point made to a **maximum 3 marks** for **each** of two ways the complaint handling process will be different. If more than two ways are included in the response, the best two should be marked.

- Classification will not be automatic (1) as there will not be a drop down facility (1) so the staff will need to ask clear questions (1)
- Acknowledgement of complaint will be through the chat facility only (1) so there will need to be a record kept for auditing (1) or a separate email will need to be arranged (1)
- Investigation will need to be when the customer is online (1) as they are unlikely to be satisfied to spend time using the facility (1) and having to wait 7 days for a response (1)
- Resolution will be quicker (1) as the person operating the chat facility (1) will need to investigate whilst the customer is online (1) and propose a solution during the chat. (1)

Test spec reference:

202 2.4

Total marks: 6 marks

Question 6

Explain **two** ways that branding improves the effectiveness of a website. (6 marks)

Mark Scheme

Award **1 mark** for each relevant point made to a maximum **3 marks** for **each** of two ways that branding improves the effectiveness of a website. If more than two ways are included in the response, the best two should be marked.

- Recognition (1) confirms authenticity (1) giving the customer confidence (1)
- Improve business profile (1) shows what the business stands for (1) and so attracts sales (1)
- Attracts new markets (1) by relating brand to market segment (1)
- Website is main point of contact with customers (1)

Test spec reference:

204 2.2

Total marks: 6 marks

Question 7

- a) Explain **three** sources of information needed by a business to carry out a PESTLE analysis. (9 marks)
- b) Explain **one** way that business support staff can evaluate information obtained for a PESTLE analysis. (3 marks)

Mark Scheme

- a) Award **1 mark** for each relevant point made to a **maximum 3 marks** for **each** of three sources of information. If more than three sources are included in the response, the best three should be marked.
 - Political – new government departments, new government policies, world news sites, foreign and commonwealth office, Business Innovation and Skills
 - Economic – exchange rates, Bank of England interest rates, inflation, stock market, government policies, taxation, budget, Treasury, HMRC
 - Sociological – census, poverty measure, education performance tables, social trends, Department for Work and Pensions
 - Technological – trade journals, exhibitions and conferences, blogs, social media, Business Innovation and Skills, Department of Transport
 - Legal – new and amended legislation and regulations, HSE
 - Environmental – Department for Environment, Food and Rural Affairs, Business Innovation and Skills.
- b) Award **1 mark** for each relevant point made to a **maximum 3 marks**. If more than one way is included in the response, the best one should be marked.
 - Referencing (1) as it shows the information is not plagiarised (1) and comes from an authoritative source (1)
 - Currency (1) to ensure the information is up to date (1) and still of relevance (1)
 - Reliability (1) cross reference data with other sources (1) to ensure it is valid. (1)

Test spec reference:

- a) 201 4.3
- b) 202 3.2

Total marks: 12 marks

Question 8

Bistro BJ is a restaurant in a city centre. It has been in existence for 60 years. It is a popular restaurant that receives positive comments on local review websites. However, the following posting was made on the website of the local newspaper

16 Feb 09.17

Last week, I visited Bistro BJ with my mother and father to celebrate their 60th wedding anniversary. I booked and made the reservation, asking for a particular table. I made it clear when making the reservation that the table was important as it was where my father proposed to my mother 60 years ago. I also knew that it was accessible for a wheelchair user. The person taking the booking introduced themselves as Front of House Manager and promised that my request would be met. In fact, he was so interested in the story and how it was linked to the year the restaurant first opened, that he would arrange a small celebration from the restaurant. I knew my parents would really appreciate that.

Imagine my disappointment to find that on arrival, although there was a record of my reservation, the table was not available and was being used by a large group. The alternative we were offered was towards the back of the restaurant, near to the kitchen. In order to get there, we had to ask several people to move their chairs so that we could get the wheelchair through. My father was constantly pushed by waiting staff trying to get through to the kitchen. He was so embarrassed. I asked to speak to the Front of House Manager, who was not on duty at that time. The person in charge simply apologised and said that this was the only table available and no celebration.

I wanted people to know that they should not rely on this restaurant to help make an event special. They might be celebrating 60 years since they opened, but it will be another 60 years before I go back there again.

Maria

The business support staff have identified the name and address of the couple as:

Ted and Annie Derry 9 Rowan Street Beatrice Village LE4 4DD

- a) Write a letter to the couple, responding to the complaint proposing a solution. (9 marks)
- b) Explain **three** ways the IT functional area of the business can minimise the risk of this situation occurring again. (6 marks)
- c) Explain **two** potential effects of negative comments about the restaurant made on social media. (6 marks)

Mark Scheme

a)

0 marks No answer worthy of credit – e.g. insufficient work submitted, answer not relevant to the question, answer is factually incorrect.

Band 1: 1 – 3 marks – basic – letter is factual, conventions mainly accurate, minor errors or omissions in spelling and grammar, tone and style formal and impersonal, limited customer service content. Proposed solution is limited in detail and does not take full account of issues.

Band 2: 4 – 6 marks – clear – letter shows some consideration of customer and situation in the application of style and tone, conventions are accurate, some reference to business values and equality, some attempt at damage control with reference to changes in processes, some attempt to show good customer service, acknowledgement of issue is clear. Proposed solution includes some detail with consideration of most issues.

Band 3: 7 – 9 marks – detailed – style and tone of letter appropriate to situation and business values, all letter conventions are applied accurately, content shows clear understanding of situation and impact on customer, shows clear understanding of good customer service. Proposed solution is detailed and feasible with consideration of most issues.

Indicative content

- Style : formal and personal
- Tone: apologetic, empathetic, positive
- Conventions: letters, spelling, grammar, layout
- Content: times, activities, location, anniversary, 60 years, accessibility, family restaurant

b) Award **1 mark** for each relevant point made to a **maximum 2 marks** for **each** of three ways. If more than three ways are included in the response, the best three should be marked.

- Create an electronic reservation system which links bookings to tables (1) so that specific requests for tables are assured (1)
- Create an email alert system (1) so that details of any reservations are sent to the client (1)
- Ensure there is a comments section accessible to everyone (1) so that when special requests are made they are added to the booking (1)

c) Award **1 mark** for each relevant point to a **maximum 3 marks** for **each** of two potential effects. If more than two effects are included in the response, the best two should be marked.

- It is a permanent message (1) which can be seen widely (1) including actual and potential customers (1)
- Impact on the business reputation (1) which could lead to loss of customers (1) and increased complaints (1)
- Impact on staff morale (1) as they will see the negative comments (1) and feel it reflects on them personally (1)

Test spec reference:

- a) 201 1.3; 2.2 2.1
- b) 201 2.1; 202 1.1, 1.2, 1.4, 2.1, 2.2, 2.4; 203 1.1, 1.4
- c) 204 2.1

Total marks: 21 marks

Question 9

A small nursery has expanded and now has another nursery in a nearby town. All business support activities are conducted in the head office. The manager wants to have monthly meetings for all staff.

Explain **two** business support activities needed to organise the meetings. (6 marks)

Mark Scheme

Award **1 mark** for each relevant point made to a **maximum 3 marks** for **each** of two activities. If more than two ways are included in the response, the best two should be marked.

- Diary management (1) to ensure availability (1) and block their diaries to ensure they attend (1)
- Booking a room (1) suitable size (1) for the numbers involved (1)
- Explore virtual meeting options (1) so that there is less travel required (1) giving more flexibility over times (1)
- Documentation (1) to set out what has to be discussed (1) and communicate outcomes for those who did not attend (1)
- Liaise with Chairperson (1) over purpose/content (1) and time required (1)

Test spec reference:

203 1.4

Total marks: 6 marks

Question 10

A team involved in a small scale project for a three month period has provided forecast figures for June to August as below. You have been asked to prepare a cash budget for the project.

The following are forecasts for the months June to August.

	Materials	Wages	Additional costs	Sales
	£	£	£	£
June	7 600	4 200	2 400	15 400
July	6 440	5 100	2 400	14 600
August	5 200	6 180	2 400	13 600

30% of the income from sales will be received in the month of sale. The other 70% will be received one month after sale.

Materials will be paid for one month after the month of production. All other costs will be paid in the month incurred.

It is proposed that the project team will be provided with a bank balance of £2 000 on 1 June.

- a) Define the term 'cash budget'. (2 marks)
 b) Calculate the cash receipts from sales in each of the four months June to September. (6 marks)

	June £	July £	August £	September £
Received in month of sale				
Received one month after sale				
Total cash receipts from sales				

Mark Scheme

- a) Award **1 mark** for a basic definition, **2 marks** for a detailed definition
- The cash that comes in and out of the business (1)
 - Estimations of the cash inflows and outflows for a business for a specific period of time (2)
- b) Award 1 mark for each accurate calculation as indicated.

	April £	May £	June £	July £
Received in month of sale	2 500 (1)	2 250 (1)	2 100 (1)	
Received one month after sale		2 500 (1)	2 250 (1)	2 100 (1)
Total cash receipts from sales	2 500	4 750	4 350	2 100

Test spec reference:

- a) 203 1.2
 b) 203 1.2

Total marks: 8 marks

Question 11

- a) Explain **one** way that leadership contributes to an effective team. (3 marks)
- b) Describe **three** other characteristics of an effective team. (3 marks)

Mark Scheme

- a) Award **1 mark** for each relevant point made to a **maximum 3 marks**. Answer must relate to the one way proposed for maximum marks to be awarded.
 - Provides clear direction (1) through strong communication skills (1) for team members to follow (1)
 - Leads by example (1) which motivates the team (1)
 - Supports others to make decisions (1) so team members have confidence to contribute (1) and have ownership of team goals (1)
- b) Award **1 mark** for each characteristic to a maximum **3 marks**.
 - Defined roles
 - Clear goals
 - Mix of personalities/abilities
 - Allocating roles to strengths
 - Conflict resolution

Test spec reference:

- a) 202 2.3
- b) 202 2.3

Total marks: 6 marks