

Qualification title: Level 3 Advanced Technical Diploma in Coordinating Business Support

Test title: Sample

Version: Sample

Base mark: 80

Question 1

KLEP Manufacturing are planning to offer an online chat service for customers needing support with their products, including the ability to make complaints and compliments. The Project Manager will be seconded from the Business Support team, who will be coordinating the development of this service, including liaising with all relevant functional areas. They will also be developing the information systems needed to support this new service.

- a) Describe **three** stages of the project lifecycle. (6 marks)
- b) (i) Identify **two** pieces of relevant legislation to be considered when creating the information system for this service. (2 marks)
(ii) Explain how **each** legislation identified will affect how the information system is managed. (6 marks)
- c) Explain **two** ways the research and development department can contribute to this service. (6 marks)
- d) Describe the complaint handling process that should be introduced as part of this service. (6 marks)

Mark Scheme

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

- Initiation (1)
 - Defining the project goals, objectives, scope, risks, issues, budget, timescale and approach (1)
 - Obtaining stakeholder approval (1)
 - Establishing business case and scope of project (1)
- Planning (1)
 - Creating a project plan (1)
 - Setting milestones and work packages (1)
- Executing (1)
 - Delivering the product, service or result (1)
 - Carrying out tasks to meet project goals (1)
- Monitoring (1)
 - Regular reporting of issues, risks, progress (1)
 - Reviewing business case and project (1)
- Closure (1)
 - Obtaining formal sign off (1)
 - Formally ending the project with no more work to be carried out (1)
 - Developing lessons learned (1)

- b) (i) Award **1 mark** for each relevant legislation to a **maximum 2 marks**.

- Data Protection Act

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

- Freedom of Information Act

(ii) Award **1 mark** for each relevant point to a **maximum 3 marks** for each legislation identified in (i).

- DPA – a system needs to be developed to monitor information (1) where a review date is added to information as it is stored (1) and then reviewed to ensure it is needed at that time (1)
- FoIA – develop a procedure to tag information that may be requested (1) and set up a search facility to find the tags (1) if a request is made (1)

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

- They can provide fact sheets (1) as they have content specific expertise (1) and will know the types of issues customers likely to raise (1)
- They can provide documentation (1) such as specifications (1) so that customer service staff have access to useful information (1)
- They can provide staffing (1) with the expertise (1) to answer questions directly from customers (1)

d) Award marks for each stage in the process described. Marks can be awarded for detail provided in each stage or for an outline of each stage. For maximum marks, there must be a clear process with beginning and end.

- Record receipt of complaint
- Classify complaint
- Acknowledge complaint
- Investigate complaint
- Send update as required
- Propose resolution
- Finalise resolution
- Review and analysis of complaints.

Test spec reference:

- a) 302 1.3
- b) 304 3.4
- c) 303 3.3
- d) 305 4.1

Total marks: 26 marks

Question 2

Festival Music Ltd is a retailer. It began in 1976 with a market stall but moved to a small shop close to the city centre twenty years ago. It sells different types of music products including

- Small musical instruments
- Sheet music and 'how to play' guides
- CDs
- Vinyl.

The business has a website maintained by the Assistant Manager, who also carries out all business support activities. It does not have an online sales facility and there are no plans to introduce one.

It has seen no significant change to its market over the last ten years. There is a loyal customer base that is identified as mainly:

- 35-55 years old
- Male
- Music professionals and serious amateurs.

The business is concerned that it needs to attract a new target market segment if it is to continue. The target market has been identified as male and female 18-24 year olds.

- Explain **one** way target marketing could be used by Festival Music Ltd. (3 marks)
- (i) Evaluate the suitability of using the 2011 census as a source of information for identifying the potential market for the business. (3 marks)
(ii) Suggest **one** other source of information suitable for identifying the potential market for the business. (3 marks)
- Justify **two** methods of promotion for Festival Music Ltd to use to target their new market. (6 marks)
- Explain the best way for Festival Music Ltd to obtain feedback on their promotion. (3 marks)

Mark Scheme

- Award **1 mark** for each relevant point to a **maximum 3 marks**. For maximum marks, the response must be related to one way.
 - They can design their promotional materials (1) designed around a specific age range (1) or lifestyle (1)
 - They can select products to sell (1) that meet the needs of professional and serious amateur musicians (1) such as sheet music or musical instruments (1)
 - They can lower their prices (1) to attract a younger age group (1) who will have less disposable income (1)
 - They could offer online purchases (1) to attract a younger age group (1) who are more inclined to use technology (1)
- Award **1 mark** for each relevant point to a **maximum 3 marks**.
 - It is a credible source as it comes from the government (1) however, it has national coverage and limited information on a local area (1) and is more than five years old (1)
 - Local authority business development department (1) would have information on market segments and social trends in the area (1) which is credible and current (1)

- Conduct a survey (1) amongst local further and higher education providers (1) where people aged 18-24 will frequent (1)
- c) Award **1 mark** for each relevant point to a **maximum 3 marks** for each of two methods. For maximum marks, there must be a justification. If more than two methods are included in the response, the best two should be marked.
- Website (1) – as it already exists (1) and a member of staff is already monitoring it (1)
 - Social media (1) – as young people are more likely to access this (1) and trust it (1)
 - Events/or an example of an event (1) – young people have a high proportion of leisure time (1) and it provides an opportunity for socialising (1)
- d) Award **1 mark** for an appropriate method of feedback and up to **2 marks** for explanation. For maximum marks, response must clearly explain. If more than one method is included in response, then the best one should be marked.
- An online survey (1) if a website was used as customers are already familiar with it (1) and this is where they found the original information (1)
 - Data (Attendance/Sales) (1) to show differences in performance (1) before and after promotion (1)

Test spec reference:

- a) 306 1.2
- b) 302 4.4
- c) 306 2.1
- d) 305 2.1

Total marks: 18 marks

Question 3

XX Sports is a small health and fitness centre. It contains a weights area and cardio suite with treadmills and bikes. There is also a studio for fitness classes and a small swimming pool. Changing facilities are also provided.

Figure 1 shows the organisation chart of XX Sports.

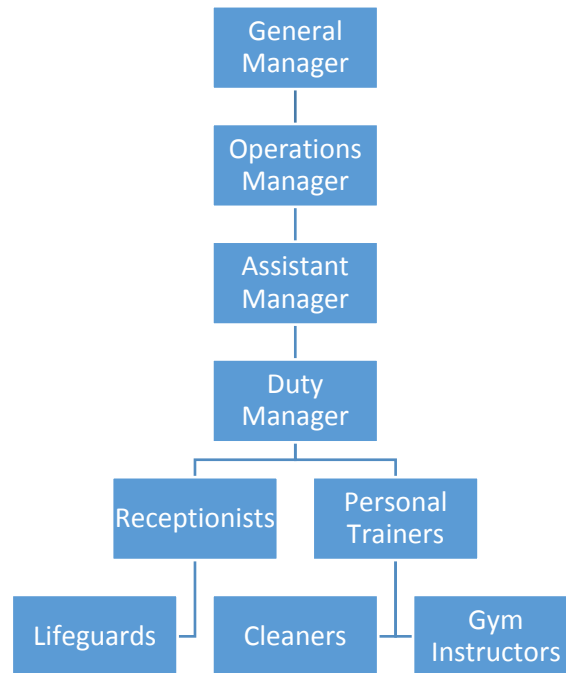


Figure 1

Recently, there was a fire in the gym of a competitor. This made the General Manager realise that XX Sports did not have a continuity plan. As a result, the business is now looking to recruit a Business Support Coordinator to take responsibility for all aspects of continuity planning.

- Describe **three** activities of a business support department. (6 marks)
- Explain **two** advantages of continuity management to XX Sports. (6 marks)
- The General Manager is looking for a Business Support Coordinator who is capable of adopting a participative approach to the role. Discuss the suitability of this management style within this organisational structure. (9 marks)

Mark Scheme

- Award 1 mark** for each relevant point made to a **maximum 2 marks** for each of three activities. If more than three activities are included in the response, the best three should be marked.
 - Receiving and sending mail (1) and recording details (1)
 - Organising travel (1) booking flights and accommodation (1)
 - Managing information (1) labelling/retrieving/archiving (1)
 - Capturing knowledge that exists within a business (1) within a suitable format (1)
- Award 1 mark** for each relevant point made to a **maximum 3 marks** for each of two advantages. If more than two advantages are included in the response, the best two should be marked.

- This is the type of business that has lots of sensitive information on customers (1) so is a high risk (1) and would need to ensure constant access to this information (1)
- It is a relatively small business (1) with a hierarchy that gives many staff high levels of responsibility (1) so easy to set up the system (1)

c)

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 – correctly identifies the type of structure. Basic explanation of the management style but does not link this to the structure or scenario. Limited factors considered with no justification.

Band 2: 4 – 6 marks – clear – clearly explains the management style and with some link to the scenario. A range of factors considered with some justification.

Band 3: 7 - 9 marks – detailed – comprehensive explanation of the management style with clear links to the scenario. A wide range of factors considered and clear justification and clear recommendation of a more appropriate style.

Indicative content

- Hierarchical structure
- Personal qualities required within the structure
- Theory of participative management
- Alternative management styles
- Impact on subordinates

Test spec reference:

- a) 304 1.2
- b) 304 1.2
- c) 301 1.2
- d) 301 3.1

Total marks: 21 marks

Question 4

Members of the Birstall Allotment Group are wanting to set up a small business to sell the organic produce grown on their allotments.

They have a high priority for being seen as ethical. All of their produce is grown without the use of chemicals and they see this as being a key attraction to their target audience: affluent, educated and fashion conscious.

They are initially considering a pop-up enterprise and are unsure of how long this venture would last.

They have approached their local authority's Business Development department who have advised them to develop a marketing strategy.

Discuss the factors Birstall Allotment Group need to consider when developing a marketing strategy. (15 Marks)

Mark Scheme

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 – 5 marks – basic – limited range of information provided which is generalised with limited reference to the scenario. Information is generally accurate with minimal errors. General consideration is given to factors with limited reference to the case study. No conclusion or recommendations. Response is mainly focussed on marketing and business profiles with limited reference to wider factors. Response lacks clear structure of information. Content is focussed on one aspect of the business.

Band 2: 6 – 10 marks – clear - information in the case study is analysed to provide information which is mainly relevant to the scenario. There are some relevant areas for consideration. Information provided is generally accurate with minimal errors. There is consideration of a range of factors and their consequences. Judgements are mainly reasoned with straightforward conclusions. Information is organised and structured in a way that is accessible to an audience. There are some links to different knowledge and understanding from across the qualification although these are not always clear.

Band 3: 11 – 15 marks – detailed – information in the case study is analysed to provide a wide range of information clearly relevant to the scenario. Relevant areas for consideration are highlighted. Information is accurate with no errors. There is consideration of a wide range of factors and their consequences. Judgements are reasoned, with supporting evidence. Conclusions are clear and appropriate with relevant recommendations. Response is well organised and structured in a clear and coherent way with clear links between knowledge and understanding from across the qualification.

Indicative content

- Measuring performance
- Process for developing strategies
- Project management lifecycle
- Market segmentation
- Business communication
- Business profile
- Sustainability
- Legislation
- Marketing principles

- Organisational culture and leadership
- Governance
- Marketing mix.

Test spec reference:

301 1.3; 302 1.3; 303 1.2, 1.3; 304 2.1, 2.2, 2.3;
3.5 2.1, 2.2; 306 1.1, 1.2, 1.3, 2.1, 2.2, 2.3,

Total marks: 15 marks