



4406-531 JUNE 2018

Level 3 Advanced Technical Diploma in Coordinating Business Support

Level 3 Coordinating Business Support – Theory exam

If provided, stick your candidate barcode label here.

Friday 15 June 2018
09:30 – 12:10

Candidate name (first, last)

First

Last

Candidate enrolment number

Date of birth (DDMMYYYY)

Gender (M/F)

Assessment date (DDMMYYYY)

Centre number

Candidate signature and declaration*

• If any additional answer sheets are used, enter the additional number of pages in this box.

• Please ensure that you **staple** additional answer sheets to the **back** of this answer booklet, clearly labelling them with your full name, enrolment number, centre number and qualification number in BLOCK CAPITALS.

• All candidates need to use a **black/blue pen**. **Do not** use a pencil or gel pen.

• If provided with source documents, these documents **will not** be returned to City & Guilds, and will be shredded. **Do not** write on the source documents.

***I declare that I had no prior knowledge of the questions in this assessment and that I will not divulge to any person any information about the questions.**

General instructions

- Use black ball-point pen.
- The marks for questions are shown in brackets.
- Answer **all** questions.
- Write **all** of your answers in this booklet.
- Answer the questions in the spaces provided.
- Answers written in margins or on blank pages **cannot** be marked.
- Cross through any work you do **not** want to be marked.



1 State **one** advantage of an hierarchical organisational structure. (1 mark)

(Total marks 1)

2 a) Name the regulations relating to working hours. (1 mark)

b) State **two** of the key points an organisation will have to consider. (2 marks)

(Total marks 3)

3 Give **three** reasons for management advocating staff have a good work/life balance. (3 marks)

(Total marks 3)

4 Describe **one** driver for change in a business. (3 marks)

(Total marks 3)

5 Identify the principle of communication that stipulates how an organisation's documentation is presented. (1 mark)

(Total marks 1)

6 Describe **one** of the techniques used in conflict management. (2 marks)

(Total marks 2)

7 Describe what is meant by **each** of the following. (2 marks)
a) Internal customer.

b) Business to business (B2B). (2 marks)

(Total marks 4)

8 State **one** method of verbal communication and **two** methods of non-verbal communication. (3 marks)

(Total marks 3)

11 You have been asked to handle a customer complaint.

a) Describe why building a rapport is important in handling the complaint. (2 marks)

b) Identify the type of questioning to be used when clarifying understanding of the complaint, stating why it is used. (2 marks)

c) Describe why it is important to maintain detailed records in complaint handling. (2 marks)

(Total marks 6)

12 Explain why it is important to show respect to your customers. (2 marks)

(Total marks 2)

15 Describe **two** reasons why

a) it is important that records are kept on the outcomes of calls

(4 marks)

b) call monitoring is required.

(4 marks)

(Total marks 8)

16 a) Define a flat organisational structure.

(2 marks)

b) Describe **one** advantage and **one** disadvantage of this type of structure.

(4 marks)

(Total marks 6)

17 Your organisation is moving to a new town closing its present operation. As your organisation is a large employer, the move will have an effect on local communities.

Discuss the plan your organisation should put in place to effectively move its operation to the new location 200 miles away, taking into account its business and social responsibilities.

(15 marks)
