



4406-531 MARCH 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.

Tuesday 13 March 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 Identify **one** example of a type of organisation within **each** of the industry sectors. (3 marks)

(Total marks 3)

2 Describe the impact of the introduction of new employment legislation on a commercial organisation. (2 marks)

(Total marks 2)

3 Describe **two** leadership styles. (4 marks)

(Total marks 4)

4 State **one** reason why it is important to have a business plan when developing a business. (1 mark)

(Total marks 1)

5 Identify **three** types of communication records. (3 marks)

(Total marks 3)

6 Describe what is meant by unsolicited feedback and when it should be used. (3 marks)

(Total marks 3)

7 Describe why building a rapport is important in customer service. (2 marks)

(Total marks 2)

8 Identify the type of questioning to be used when clarifying understanding of customer needs, giving an example of when it would be used. (2 marks)

(Total marks 2)

9 Describe how the governance of a charity differs from that of a profit-making Public Limited Company.

(6 marks)

(Total marks 6)

10 Explain why an HR department would need an employee termination process and identify **two** items it may contain.

(4 marks)

(Total marks 4)

11 a) Identify **two** leadership qualities.

(2 marks)

b) Describe the impact of **each** on employees and the business.

(4 marks)

(Total marks 6)

12 Describe **one** advantage and **one** disadvantage for **each** of the following. (4 marks)

Development technique	Advantage	Disadvantage
Coaching		
Performance reviews		

(Total marks 4)

13 Explain **one** barrier that can affect a restructure.

(3 marks)

(Total marks 3)

14 a) Identify an example of financial information that a company is required to produce annually.

(1 mark)

b) Explain the importance of the information communicated.

(3 marks)

(Total marks 4)

15 Provide **two** evaluations of the effectiveness of team meetings when monitoring internal communication.

(6 marks)

(Total marks 6)

16 Describe **three** reasons why customer service can affect a business' reputation.

(6 marks)

(Total marks 6)



17 Explain why it is necessary to have qualitative and quantitative information in the investigation of a complaint.

(6 marks)

(Total marks 6)

18 Your employer operates an existing call centre in Sunderland. They have decided to expand their business to a 24/7 operation. As part of the HR team, you are asked to prepare a communication plan to introduce this new way of working to existing staff.

Assess the key requirements of the communication plan to facilitate discussion with the staff and handling of employee feedback.

(15 marks)



