



National
Qualifications
EXEMPLAR PAPER ONLY

EP02/H/01

Administration and IT

Date — Not applicable

Duration — 1 hour

Total marks — 30

SECTION 1 — 10 marks

Attempt ALL questions.

SECTION 2 — 20 marks

Attempt ALL questions.

Write your answers clearly in the answer booklet provided. In the answer booklet you must clearly identify the question number you are attempting.

Use **blue** or **black** ink.

Before leaving the examination room you must give your answer booklet to the Invigilator; if you do not, you may lose all the marks for this paper.



* EP02H01 *

SECTION 1 — 10 marks

Read the following information and attempt ALL the questions that follow.

Mhairi waited nervously for the others to enter the meeting room.

She had been working for SW Financial Services for three years and up until now, had really enjoyed her job. Last week, her line manager Neil had informed her that he thought it was time she developed her leadership skills and was going to put her in charge of a project for six months. Neil informed her that she was to be team leader of a group of five staff from different departments. Their project would be looking at different ways in which the company could use social media, such as blogs and podcasts, to alert customers to new products and services.

Previously, Mhairi often worked alone and so did not need to interact with many of her colleagues. In fact, she was able to work from home for two or three days a week and she would like this to continue in her new role.

Neil had already put the team together before speaking to Mhairi. He told her that the members had been chosen because they had many different but complementary skills. Mhairi did not know any of the others in the team but did know that she was the youngest and had been with the company for the shortest time.

Mhairi has done some research about creating effective teams and developing leadership skills. She likes some of the ideas she has discovered and has been thinking about some strategies she could put in place for her new team.

As the other team members entered the room, they were discussing who could be in charge of them. Mhairi stood up and prepared to introduce herself . . .

The following questions are based on ALL the information provided in the case study and on the knowledge and understanding you have gained whilst studying the Course.

1. Outline four strategies that Mhairi could put in place to develop an effective team. 4
2. Describe the benefits of homeworking for Mhairi. 3
3. Justify the use of social media to inform customers of new products. 3

SECTION 2 — 20 marks

Attempt ALL questions

- | | |
|--|---|
| 4. Describe the features of presentation software that a speaker would find useful. | 4 |
| 5. Describe the methods that could be used to research customer satisfaction levels. | 4 |
| 6. Discuss the importance to an organisation of good customer service. | 4 |
| 7. Justify the use of video conferencing for a team meeting. | 2 |
| 8. Compare the roles of both the secretary and the chairperson in planning and organising a meeting. | 3 |
| 9. Outline the impact on staff of poor communication. | 3 |

[END OF EXEMPLAR QUESTION PAPER]



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Marking Instructions

These Marking Instructions have been provided to show how SQA would mark this Exemplar Question Paper.

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General marking principles for Higher Administration and IT

This information is provided to help you understand the general principles you must apply when marking candidate responses to questions in this Paper. These principles must be read in conjunction with the detailed Marking Instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must always be assigned in line with these general marking principles and the detailed Marking Instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding; they are not deducted from a maximum on the basis of errors or omissions.
- (c) (i) For questions that ask candidates to ‘**Outline . . .**’
- Candidates must make a number of separate, brief statements appropriate to the question asked. These may include facts, features or characteristics. Candidates will not be expected to develop their answers, eg no credit will be given for examples.
- Up to the total mark allocation for this question:
- 1 mark should be given for each accurate statement given.
- (c) (ii) For questions that ask candidates to ‘**Describe . . .**’
- Candidates must make a number of relevant factual points, which may be characteristics and/or features. Candidates may provide a number of separate points or a smaller number of developed points, or a combination of these.
- Up to the total mark allocation for this question:
- 1 mark should be given for each relevant factual point.
 - 1 mark should be given for any further development of a relevant point, including exemplification when appropriate.
- (c) (iii) For questions that ask candidates to ‘**Discuss . . .**’
- Candidates must communicate ideas and information on a subject in a structured paragraph of linked statements. May be possible to debate two sides of the statement.
- Up to the total mark allocation for this question:
- 1 mark should be given for each relevant statement or opinion.
 - Marks can be given for each development point.
- (c) (iv) For questions that ask candidates to ‘**Compare . . .**’
- Candidates must demonstrate knowledge and understanding of the similarities and/or differences between two methods or choices. The relevant comparison points could include theoretical concepts.
- Up to the total mark allocation for this question:
- 1 mark should be given for each accurate point of comparison.

(c) (v) For questions that ask candidates to ‘Justify . . .’

Candidates must give good reasons for a course of action or decision.

Up to the total mark allocation for this question:

- 1 mark should be given for each relevant statement or opinion.
- Marks can be given for development points.

Detailed Marking Instructions for each question

SECTION 1

Question	Possible response	Max mark	Additional guidance
1	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Ensure all members have a clear idea of what they are there to achieve. • Develop shared goals so all team members have a common direction. • Encourage team members to support one another when working on projects together. • Develop decision making skills within the team. • Develop shared knowledge among team members, so there is better coverage for any absences. • Encourage team members to develop new skills. • Encourage open communication between team members. • Encourage team members to express their opinions. • Develop her leadership skills. • Establish clear guidelines and procedures for the team to follow. • Hold regular meetings (individually and collectively) to monitor/discuss progress/problems. • Make effective use of delegation to show team members they are trusted, as this encourages ownership. 	4	<p>Award 1 mark for each valid brief statement.</p> <p>Accept any other suitable response.</p>
2	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Saves time/expense associated with commuting to and from work. • Mhairi can use her own IT equipment and this may be easier for her. • Mhairi can work around other commitments/can choose when to work. • Mhairi may find it less stressful working from home. • It might lead to increased productivity, as there are no distractions. 	3	<p>Award 1 mark for each valid description.</p> <p>Award 1 mark for each valid development point.</p> <p>Up to 2 marks may be awarded for describing any one benefit.</p>

Question		Possible response	Max mark	Additional guidance
				<p>Watch for repetition.</p> <p>Accept any other suitable response.</p>
3		<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Cheap method of contacting large groups of people. • Younger customers and clients are more likely to read this form of marketing than more traditional methods. • Images and video clips can be added. • Feedback can be given by customers immediately and with little or no cost. • Can be accessed through phones and tablets/on the go. 	3	<p>Award 1 mark for each valid justification point.</p> <p>Award 1 mark for each valid development point.</p> <p>Candidates can refer to any relevant type of social media.</p> <p>Accept any other suitable response.</p>

SECTION 2

Question	Possible response	Max mark	Additional guidance
4	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Speaker notes act as a prompt/reminder to the speaker. • Hyperlinks allow the speaker to call up a different document or website to illustrate/demonstrate a point. • Use of action buttons to quickly navigate the presentation. • Handouts allow the audience to have their own source of reference. • Use of master slides for consistent formatting throughout the presentation. • Slides can be programmed to advance automatically at timed intervals (1 mark). This will allow the speaker to interact better with the audience, without having to worry about moving the slides forward (1 development mark). • Ability to import from other packages, eg spreadsheet graphs, video, sound clips – this can make the presentation more interesting/professional. 	4	<p>Award 1 mark for each valid description.</p> <p>Award 1 mark for each valid development point.</p> <p>Up to 3 marks may be awarded for describing any one feature.</p> <p>Watch for repetition.</p> <p>Accept any other suitable response.</p>
5	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Customer focus groups Face-to-face meetings with small groups of customers – these provide the organisation with feedback on their products, services or opinions regarding proposed new products/services – customers feel they are being listened to and taken account of – which will encourage brand loyalty. • Mystery shopper Mystery shoppers are employed to act as normal customers and report back on the service they received – this information can then be fed back to staff – either to praise or reinforce good practice – or highlight bad customer service. 	4	<p>Award 1 mark for each valid description.</p> <p>Award 1 mark for each valid development point.</p> <p>Up to 3 marks may be awarded for describing any one method.</p> <p>Watch for repetition.</p> <p>Accept any other suitable response.</p>

Question	Possible response	Max mark	Additional guidance
	<ul style="list-style-type: none"> • Surveys <ul style="list-style-type: none"> – Written survey such as a pre-printed form or questionnaire – which is posted out to the customer with a reply-paid envelope – permanent record created. – Telephone survey – customers are phoned and asked a series of pre-set questions/have become more popular with the increase in call centres. – Online survey on company website, which may pop up or may be emailed to customer after a purchase has been made/customers now becoming intolerant of these. 		
6	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Creates customer loyalty to the organisation. • Customers will tell others. • Improved reputation. • Increased sales/profit/revenue. • Positive impact on recruitment. • Increased staff morale. • Competitive edge. • Increased market share. 	4	<p>Award 1 mark for each valid point.</p> <p>Award 1 mark for each valid development point.</p> <p>Accept any other suitable response.</p>
7	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Money is saved because staff are not required to travel. • Time is saved as a result of staff being able to remain in their usual working environment. • Meeting can be recorded and reviewed at a later date. • Allows face-to-face communication to take place more frequently with remote locations. • Allows interaction between participants who are in different locations. 	2	<p>Award 1 mark for each valid justification point.</p> <p>Award 1 mark for each valid development point.</p> <p>Accept any other suitable response.</p>

Question	Possible response	Max mark	Additional guidance
8	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • The chairperson will decide a suitable date and time for a meeting – this is normally agreed at the previous meeting when all members are present. The secretary will be responsible for sending out a notification of the meeting. • The chairperson will decide where the meeting will be, whereas the secretary will book the accommodation – arranging any necessary equipment – arranging catering. • The chairperson is responsible for compiling the agenda items, whereas the secretary will be responsible for preparing and distributing the agenda. • The secretary will focus on the preparation of the draft minutes from the previous meeting and the chairperson will correct and/or suggest any amendments. 	3	<p>Award 1 mark for each valid comparison given.</p> <p>Candidates who make comparative points can write several points about one area, followed by several points about another and the marker must match the points using codes, eg a, b and c.</p> <p>Accept any other suitable response.</p>
9	<p>Responses could include the following:</p> <ul style="list-style-type: none"> • Time may be wasted as staff are unsure of what to do. • Staff complete less work/poor quality work. • Staff could become stressed, as they are not involved in decisions. • Poor working relationships between staff. • Staff may be put into difficult situations when dealing with customers/other staff. • Deadlines may be missed. • Staff may become de-motivated. • Staff want to leave – high absenteeism. 	3	<p>Award 1 mark for each valid brief statement.</p> <p>Accept any other suitable response.</p>

[END OF EXEMPLAR MARKING INSTRUCTIONS]