

# X214/301

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NATIONAL  
QUALIFICATIONS  
2010

WEDNESDAY, 19 MAY  
9.00 AM – 10.20 AM

ADMINISTRATION  
HIGHER  
Paper 1

## SECTION 1

This section should take you approximately 30 minutes.

Read the passage then answer the questions that follow.

**ALL** questions should be attempted.

## SECTION 2

This section should take you approximately 50 minutes.

Answer any **two** questions.



## SECTION 1

**ALL questions should be attempted.**

An army of undercover market research “spies” visit shops, offices, businesses and councils every single day without us even knowing.

There are thousands of these mystery shoppers out there—more than 40,000 on one company’s database. The phenomenon of mystery shopping has been around since the 1940s in the US but it is only in the last couple of decades that it has been used in the UK.

One of the biggest companies carrying out assessments is Mystery Shoppers which was founded in Devon in 1981. Their clients include some of Britain’s most successful organisations including easyJet, AA Insurance and Virgin Trains.

Being a mystery shopper is a part-time position and the type of person required is very broad. From a student, looking for a way to earn extra cash, or a person who has taken early retirement and is looking for a way to keep active. For the mystery shopper, the experience can vary greatly—you could be trying on designer clothes in a top boutique or travelling back and forward from Glasgow to Luton with a discount airline. One mystery shopper said “I didn’t realise that mystery shopping went on but now I notice things that I wouldn’t normally have noticed. Bad customer service is terrible, that’s why we are doing this job!”

Adapted from an article in the *Daily Record*, 19 January 2008

### QUESTIONS

*Marks*

**Answer ALL the questions, 1–5.**

1. Outline **3** areas of customer service that a mystery shopper might investigate. **3**
2. Compare the use of a mystery shopper with a customer focus group. **2**
3. Describe **3** consequences, and their implications, of poor customer service. **6**
4. Discuss the advantages and disadvantages of flexible working for an employer. **6**
5. More than 40,000 mystery shoppers’ personal details are stored on one company’s database.

Outline **3** principles of good information handling which this company should follow.

**3**

**(20)**

## SECTION 2

**Answer any TWO questions.**

- |    |   |             |
|----|---|-------------|
| 1. | (a) Identify <b>2</b> examples of items that would be included in a person specification and justify the purpose of this document in the interview process.         | 4           |
|    | (b) In addition to the interview, discuss the need for additional selection processes to ensure the best person is appointed.                                       | 6           |
|    | (c) Outline <b>4</b> benefits of good leadership.   | 4           |
|    | (d) Describe <b>3</b> ways in which an organisation can inform employees of changes to procedures.  | 6           |
|    |   | <b>(20)</b> |
| 2. | (a) Suggest and justify <b>2</b> methods of ensuring the security and confidentiality of electronic information.  | 4           |
|    | (b) Describe <b>2</b> key responsibilities employers have with regards to Display Screen Equipment regulations.   | 4           |
|    | (c) Outline each of the following IT terms.   |             |
|    | <ul style="list-style-type: none"> <li>• One-to-many relationship</li> <li>• Conditional formatting</li> <li>• Master slide</li> <li>• Cross-referencing</li> </ul> | 4           |
|    | (d) Discuss an organisation's decision to encourage a programme of staff development and lifelong learning.   | 8           |
|    |   | <b>(20)</b> |
| 3. | (a) Outline <b>3</b> features of an operational decision.   | 3           |
|    | (b) Discuss the information required to make effective decisions.   | 8           |
|    | (c) (i) Describe <b>3</b> time management techniques.   | 6           |
|    | (ii) Justify the need for employees to develop good time management skills.   | 3           |
|    |   | <b>(20)</b> |

**[Turn over for Questions 4 and 5 on Page four**

	<i>Marks</i>
4. (a) Outline <b>2</b> standard items in an agenda and justify their inclusion.	<b>4</b>
(b) Discuss the use of an e-diary in the planning and organisation of a meeting.	<b>6</b>
(c) (i) Justify the use of Action Minutes.	<b>2</b>
(ii) Select and outline <b>2</b> of the meeting terms given below.	
• Abstain	
• Casting vote	
• Ballot	
• Unanimous	<b>2</b>
(d) Describe <b>3</b> features of an effective team.	<b>6</b>
	<b>(20)</b>
5. (a) Outline the benefits of an organisation's decision to change from a traditional cellular office layout to an open plan layout.	<b>4</b>
(b) Justify the need for monitoring staff absences.	<b>4</b>
(c) Discuss the use of the Internet as a source of business information.	<b>8</b>
(d) Describe <b>2</b> ways of facilitating remote meetings.	<b>4</b>
	<b>(20)</b>

*[END OF QUESTION PAPER]*

## ACKNOWLEDGEMENTS

Section 1—Article is adapted from “Shop Floor Spies” by Laura Coventry, taken from *Daily Record*, 19 January 2008. Reproduced by permission of Scottish Daily Record and Sunday Mail.