

X214/301

NATIONAL
QUALIFICATIONS
2007

WEDNESDAY, 30 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.

Cyber Cops and Robbers

Every day there are new stories about hacker exploits. Many are tales of identity theft, where thieves, armed with customers' personal information, inflict massive financial damage. Hackers are no longer adolescents: companies are having to become more serious about protecting the assets of their customers. The growth of on-line "scams" has necessitated the invention of new terms to describe them, for example, phishing, spear phishing, keyloggers and pharming!

However, it's getting tough to steal from virtual institutions because they are constantly developing new technologies that will keep out intruders. Whenever security tightens, there is a trade-off: people want security but they still want access to be easy. Some users are discouraged by the jumble of passwords they are forced to remember for so many different services. When on-line users encounter too much inconvenience, they reach for the phone and the associated savings and efficiencies of digital services quickly disappear. The challenge is finding a happy medium between privacy and usability.

Research shows that 73% of bank customers are deterred from using on-line banking due to concerns about data security. However, there is a surprising reality about data theft today—it is actually more likely to occur off-line. At least 70% of security breaches occur off-line making on-line a safer place. Probably the biggest security worry is the voluntary handover of personal information by customers to crooks. Many people are worried about the wrong risks.

Adapted from "*The New York Times*" 11 October 2005
(Ad Pullout ZM5)

QUESTIONS

Marks

Answer ALL the questions, 1–5.

1. Outline **2** ways in which organisations can ensure the security of electronic data. **2**
2. Legislation exists to ensure the security and confidentiality of information. Outline **3** features of:
 - (a) The Data Protection Act 1998 and; **3**
 - (b) The Computer Misuse Act 1990. **3**
3. Following the huge investment in on-line banking it has been found that 73% of existing customers are unwilling to use the service. The decision has been taken to invest in hardware and software to ensure security of data.
State which level of decision-making this refers to and justify your answer. **2**
4. It is important to maintain communication links with customers in order to ensure quality of service.
Compare **2** ways of communicating with customers to monitor satisfaction levels. **4**
5. Identify **2** possible **consequences** of poor data management to an organisation and discuss the long-term **implications**. **6**

SECTION 2

Marks

Answer any TWO questions.

1. (a) Describe **2** methods used by individuals to ensure their work targets are met. **4**
- (b) Outline ways in which an individual's personal targets could be monitored and controlled by their line manager. **4**
- (c) Discuss policies which might be included in a Customer Service Strategy. **8**
- (d) Practical tests are commonly used in the selection process for administrative assistants.
- (i) Justify the use of practical tests. **2**
- (ii) Outline **2** other types of testing which may be used in the selection process. **2**
- (20)**
2. (a) "Successful teams need effective leaders." Outline **4** qualities of an effective leader. **4**
- (b) Discuss the benefits to the individual and the organisation of effective teamworking. **8**
- (c) (i) Identify **one** example of both quantitative and qualitative information gathered in order to improve customer services. **2**
- (ii) Justify the need for both quantitative and qualitative information. **2**
- (d) Describe **2** methods of communicating to employees changes in health and safety legislation. **4**
- (20)**
3. (a) Describe **3** methods of informing potential applicants of a job vacancy. **6**
- (b) Outline benefits to an organisation of outsourcing the recruitment process. **4**
- (c) Continuous Professional Development (CPD) impacts on both individuals and the organisation.
- Discuss the need for a programme of CPD. **6**
- (d) Justify an organisation's decision to change from an open plan layout to a traditional cellular layout. **4**
- (20)**

[Turn over for Questions 4 and 5 on Page four

4. (a) Identify **3** time stealers and outline **one** way of reducing the effect of each time stealer. **6**
- (b) Describe **3** skills required by an individual to ensure effective task management. **6**
- (c) Discuss how developments in ICT have had an impact on:
- (i) workflow, and;
 - (ii) working practices. **8**
- (20)**
5. (a) Many decisions are taken at meetings by voting. Outline the meaning of the following voting terms.
- Ballot
 - Majority
 - Abstain
 - Casting vote **4**
- (b) Compare the role of the chairperson and the secretary in planning and organising a meeting. **4**
- (c) Discuss how technology has had an impact on the conduct of the meetings. **6**
- (d) Describe **3** possible features of a website which would encourage customers to buy on-line. **6**
- (20)**

[END OF QUESTION PAPER]