

# X214/12/01

---

NATIONAL  
QUALIFICATIONS 2013

FRIDAY, 24 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.**

Meetings dominate the way in which we do business today. Although many of us complain about meetings, we can all expect to spend our careers attending them. Research indicates that over 50% of this meeting time is wasted. Considering these statistics, it's no surprise that meetings have such a bad reputation.

Some direct effects of unproductive meetings include:

- Meetings are longer and less efficient
- More meetings are needed
- Employees have less time to get their own work done
- Ineffective meetings create frustration
- Inefficient meetings cost organisations millions of pounds each year.

Although there is a general consensus among professionals today that meetings could be more productive, very few seem willing to make a commitment to improve them. Managers, in general, fail to consider the negative impact meetings have on the organisation's efficiency. Many managers have never experienced a truly effective meeting and, therefore, don't recognise the importance of having better meetings.

Most employees feel there's hardly enough time in a day to complete basic tasks. Who has the time or energy to commit to improving meetings?

If they are conducted properly, meetings can and will make you (and your organisation) function more efficiently.

### QUESTIONS

*Marks*

**Answer ALL the questions, 1–5.**

1. Outline ways in which a chairperson can ensure that meetings are effective. **4**
2. Discuss the consequences of failing to plan and organise effectively for a meeting. **6**
3. Describe **3** software applications that can be used by an Administrative Assistant. **6**
4. Justify the need for employees to have good time management skills. **2**
5. Compare Action Minutes and Formal Minutes. **2**

**(20)**

## SECTION 2

**Answer any TWO questions.**

1. (a) Outline **4** support systems that could be implemented to improve staff welfare. **4**
- (b) Describe **3** working practices that could be introduced to reduce staff turnover. **6**
- (c) Organisations interview applicants as part of the selection process.  
Discuss additional methods of selection that may be used to help choose the best candidate. **8**
- (d) Justify the need for staff details to be held in a relational database. **2**
- (20)**
2. (a) Outline the benefits of dealing with customers face to face. **4**
- (b) Describe the following methods of research used by Customer Services:
- Mystery shopper
  - Loyalty cards
  - Customer focus group. **6**
- (c) Discuss the advantages and disadvantages of using the internet as a source of business information. **8**
- (d) Justify the importance of customer satisfaction to an organisation. **2**
- (20)**
3. (a) Outline **4** ways a team leader may monitor the progress of a project. **4**
- (b) Describe **3** factors that would influence the methods of communication used by a team leader. **6**
- (c) Discuss reasons why a team may be ineffective. **8**
- (d) Justify the importance of a mission statement to the organisation. **2**
- (20)**

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

	<i>Marks</i>
4. (a) Outline 4 features of effective targets.	4
(b) Describe the implications of a manager failing to delegate effectively.	6
(c) Discuss how effective data management can be ensured within an organisation.	8
(d) Justify the introduction of a centralised IT department.	2
	<b>(20)</b>
5. (a) Outline 2 features of the following legislation:	
(i) The Data Protection Act;	
(ii) The Copyright, Designs and Patents Act.	4
(b) Describe the benefits of induction training.	6
(c) Discuss the strengths and weaknesses of primary and secondary information.	8
(d) Justify the need for a complaints policy.	2
	<b>(20)</b>

*[END OF QUESTION PAPER]*