National Qualifications 2018

2018 Administration and IT

Higher

Finalised Marking Instructions

SQA

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) If a specific candidate response does not seem to be covered by either the principles or detailed marking instructions, and you are uncertain how to assess it, you must seek guidance from your team leader.

(d) **(i)** For questions that ask candidates to '**Compare …**'
Candidates must demonstrate knowledge and understanding of the similarities and/or differences between items, features, 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.

(ii) For questions that ask candidates to '**Justify …**'
Candidates must make a number of accurate relevant points that relate cause and effect and/or make the relationships clear. These points may relate to a concept, process or situation.
Candidates may provide a number of straightforward 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 justification.
- **1 mark** should be given for a further development of a relevant point, including exemplification when appropriate.

(iii) For questions that ask candidates to '**Describe …**'
Candidates must make a number of relevant factual points, which may be characteristics and/or features, as appropriate to the question asked. These points may relate to a concept, process or situation.
Candidates may provide a number of straightforward 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.

(iv) For questions that ask candidates to '**Outline …**'
Candidates must make a number of brief statements appropriate to the question asked. These may include facts, features or characteristics.
Up to the total mark allocation for this question:
- **1 mark** should be given for each accurate statement.

Detailed marking instructions for each question

Section 1

Question	Expected answer(s)	Max mark	Additional guidance
1.	• States to whom the complaint should be made • Royal Mail should deal with the complaint as quickly as possible • Complaints should be acknowledged immediately • The customer should receive feedback on the amount of time it will take for their complaint to be handled eg 14/30/90 days etc • The customer should receive feedback on what steps will be taken to deal with their problem • Royal Mail must take the complaint of the customer seriously • Face-to-face/verbal complaints should be logged by employees • Details should be provided so an appeal/further action can be made eg to the Ombudsman • The same person should deal with the complaint from start to finish • The process should be monitored internally by management • Royal Mail should follow-up the complaint after resolution • Policy on compensation and refunds available • Staff should be trained to effectively handle complaints • Dedicated complaints contact, eg a phone number/e-mail address	4	Award **1 mark** for each valid brief statement. Development marks should not be awarded. Examples are not required. Accept any other suitable response. *COMMENTS* *Watch out for service level agreement standards, eg training staff in customer service as opposed to dealing with complaints.*

Question			Expected answer(s)	Max mark	Additional guidance
2.			• Social media is in the public domain so negative comments can be seen by others – leads to other negative comments on non-related matters • May damage the reputation of the firm • Volume of tweets may mean that the organisation miss the complaint – this can mean that there is a delay in response • May require a dedicated member of staff to read tweets or software developed to scan social media for comments – cost implications • Lacks privacy to deal with sensitive issues • Unable to hear tone of voice/see facial expressions/body language which can result in misinterpretation of the complaint • Difficult to build trust/rapport with customers online • Difficulties for the organisation in retaining staff • Recruiting/attracting quality staff is difficult • The organisation may not take comments on Twitter seriously • May result in a breach of legislation if employee does not respond appropriately/have the right training • May be misused by online users leading to offensive/threatening/ irresponsible comments • Restriction in characters - often requires an additional communication method ie telephone to resolve complex matters	**4**	Award **1 mark** for each valid description point. Award **1 mark** for each valid development point. **Up to 3 marks** may be awarded for describing any one limitation. Accept any other suitable response. *COMMENTS* *Do Not Award any comment about the effect on the organisation beyond damaging the reputation.* **MAX 1 mark** for loss of sales/loss of profit/loss of market share.

Question			Expected answer(s)	Max mark	Additional guidance
3.			- Comment cards - Questionnaires - Surveys after purchase - Focus groups - Mystery shopper - Phone calls	**2**	Accept if written as 2 paragraphs and you can match a point in each paragraph. Can be either similarities or differences. Accept comparison of different methods of communicating questionnaires/surveys, eg a postal one with a telephone one. Has to be the same 2 methods for each mark.

Section 2

Question	Expected answer(s)	Max mark	Additional guidance
4.	• Organisations should be registered with the government as a data user • Ensure visitors have limited physical access to where data is held • Ensure staff question people who they do not recognise • Keep cabinets with sensitive data locked at all times • Only certain people having access to data/hierarchical system • Give someone responsibility to ensure cabinets are locked when the office closes • Ensure people are situated next to the filing cabinets, so that if there is any inappropriate activity with the data, staff should notice • Keep a record of who accesses files/cabinets • Securely destroy (ie shred) data that is no longer needed or relevant • Regular data check by the organisation asking the data subject to ensure that accurate information is held • Look through files on a regular basis and decide if information needs to be retained	**4**	Award **1 mark** for each valid brief statement. Development marks should not be awarded. Examples are not required. Accept any other suitable response. *COMMENTS* *Limit of **one mark** for locked cabinets and rooms.* *Limit of **one mark** if passwords on files and on computers however if candidate expands on this then award.*

Question			Expected answer(s)	Max mark	Additional guidance
			• Someone should be responsible for regularly monitoring data held		
			• The minimum amount of information required for the transaction/ situation should be gathered		
			• Forms should only ask essential information		
			• Ensure there is a privacy notice on your website telling customers what you will do with their data		
			• Set out steps of how people can access their information/through a Subject Access Request (SAR) for example		
			• Permission is asked for the information (opt in/out) to be shared or used for another purpose		
			• If data is to be transferred outside the EU specific permission must be sought		
			• Staff are trained in the principles of data protection		
			• Member of staff appointed to ensure that organisation complies with legislation		

Question	Expected answer(s)	Max mark	Additional guidance

5.	• Automatic invites can be sent out **to all** attendees at the same time - giving an instant acceptance or decline
	
	• Automatically set recurring meeting dates into the diary and diary of others
	
	• Set reminders to prompt people in advance of the meeting
	   o Reduces the chance of non-attendance
	
	• Can be used on a network/synchronised with other diaries to check availability before selecting a suitable date
	   o Time is saved from contacting people individually
	   o Alerts the user to a double-booking
	
	• Meeting documentation can be attached and sent
	   o Can lead to attendees being better informed and prepared for decision making
	
	• Can quickly search through appointments and contacts when preparing for a meeting
	
	• Inbuilt to-do lists allow for meeting tasks to be prioritised
		4	Award **1 mark** for each valid discussion point. Award **1 mark** for each valid development point.
			
			Watch for repetition.
			
			Accept any other suitable response.
			
			COMMENTS
			
			Does not need to be a reference to 'meetings' in each point. Take a holistic view of the answer.
			
			DNA reference to technical issues or not having an Internet.
			
			DNA reference to staff not looking at e-diary or not being able to access as out of office.
			
			DNA setting/viewing/editing date, time, location of meeting.
			
			DNA comparison with paper based diary.

Question	Expected answer(s)	Max mark	Additional guidance
6.	• Clear direction can make a team more productive/deadlines met • A leader can rally the team to increase motivation • Effective delegation can empower employees • Strengths and weaknesses are known and tasks allocated to suit • Should lead by example improving the skillset of employees o Can develop talent for internal promotion • Supervision and support means deadlines are more likely to be met • Improved communication can lead to better decision making • Better support/reduction in stress • Clear communication allows a dialogue to develop understanding of tasks	**4**	Award **1 mark** for each valid justification point. Award **1 mark** for each valid development point. Accept any other suitable response. *COMMENTS* *Some of these could be development marks eg effective delegation – strengths and weakness.* *Candidates may approach from a negative point of view – accept.*

Question			Expected answer(s)	Max mark	Additional guidance
7.			**Electronic Communication** • Intranet - Company policy and procedure documentation could be issued by this method ensuring all employees have instant access to the same information • Information and presentations stored online for staff to access when it suits them – organisation can monitor when staff have viewed the information • E-mail – all staff can be contacted at once. Attachments can give additional details. Organisation can have proof that e-mail has been read **Written Communication** • Notice Boards/Posters – could be used to display information which can be referred to as and when needed. Acts as a constant reminder. Diagrams can be displayed • Memos – could be sent out to employees giving detailed policy/ procedural information which can be referred back to **Face-to-Face/Oral Communication** • Meetings – these could be used to communicate detailed information on company policies and procedures to employees - allows instant feedback on information given – Presentation software used to enhance points – printout of slides can be issued	6	Candidates are required to consider at least two methods to gain full marks. Award **1 mark** for each valid description point. Award **1 mark** for each valid development point. **Up to 5 marks** can be awarded for describing any one method. Accept any other suitable response. *COMMENTS* *Be aware of giving marks for **a simple ID** and restate of the question.* *Accept if relevant to the context of Fire Evacuation.* *DNA drills or role play.* *DNA letter.* *DNA informal social media eg Whatsapp.* *DNA e-mail being 'lost', not read, technical issues.* *Be aware of training unless the communication method is clear.*

Question			Expected answer(s)	Max mark	Additional guidance
8.			• Legal requirement if a plc • Allows members to decide if they need to attend • Allows members to prepare thoughts and information/research topics • Allows members to prepare resources required • Members will know if there is going to be a vote • Members should be able to gauge how long meeting will take • Members can alert the chair of additional items to be added	**2**	Award **1 mark** for each valid justification point. Award **1 mark** for each valid development point. Accept any other suitable response. *COMMENTS* *DNA 'tells you what is going to be discussed' as needs to say **why** you have to know this.* *DNA information contained in Notice of Meeting.* *Watch for repetition regarding preparation for the meeting.* *Be aware of answers which mention during the meeting. However, there can be a reference to the agenda helping them plan for the meeting to allow it to go more smoothly.*

[END OF MARKING INSTRUCTIONS]