



National
Qualifications
2019

X801/76/11

Administration and IT

THURSDAY, 25 APRIL

1:00 PM – 2:30 PM

Total marks — 50

SECTION 1 — 10 marks

Attempt ALL questions.

SECTION 2 — 40 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.



* X 8 0 1 7 6 1 1 *

SECTION 1 — 10 marks

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

The Mystery Shopper


Having booked a holiday online with a national travel agency, Alice had to pay the first instalment in person at the local branch. Waiting in a long queue she gazed about the office noticing how run-down and shabby it seemed, the lighting was poor and the air felt stuffy and stale. There were boxes stacked high behind the staff desks and in front of the fire exit. Staff had cups of coffee on their desks and there was a puddle of spilt coffee in the middle of the floor. A small child, bored with waiting, was running around and suddenly tripped over some cables causing a computer and customer files to fall off a desk. The staff member at that desk swore loudly and shouted at the child resulting in an angry exchange with the child's mum. Other customers were upset by the argument and one even filmed it on her phone.

Fifteen minutes after entering, Alice was eventually served. She gave her booking reference number only to be informed that there was nothing on the computer system about her booking. Whilst the member of staff went to speak to their manager, Alice spent her time reading other customers' holiday bookings.





On leaving the premises Alice noticed the customer who had been filming was standing outside writing in a notebook.


Mystery shoppers tend to be associated with retail outlets, however, given the growth in the service sector and the downturn in retail this may be changing. Simon Brown is a lecturer in Customer Services and an advisor to a number of top companies. He says, 'It's a very competitive market. Service providers need to use mystery shoppers to ensure that they are offering customers a high quality experience.' Simon believes that organisations need to gather data from as many different sources as possible in order to shape policies and improve customers' experiences.

tweet






Marie Stewart @MsS_97 · 3h

Just as well I am an honest person @ABC_Travel. Was in your Aberdeen branch today and a member of staff on the phone to a customer repeated their name, address and credit card details out loud for everyone to hear. #GDPR?

 45
 4
 34



ABC Travel @ABC_Travel · 1h
Replying to @ MsS_97

We can assure all customers that this was a unique event and the member of staff has been spoken to. All our staff have to undertake regular training on data security and confidentiality, and are fully aware of the requirements of the GDPR.

 4
 8
 3


The following questions are based on ALL the information provided and on knowledge and understanding you have gained while studying the course.

- | | |
|--|-----------------|
| <p>1. Describe possible solutions to the health and safety issues identified in the information provided.</p> | <p>4</p> |
| <p>2. Justify the need for the travel agent to use other research methods to evaluate customer care.</p> | <p>3</p> |
| <p>3. Outline 3 strategies that should be covered at the travel agent’s staff meeting to ensure compliance with the General Data Protection Regulation (GDPR).</p> | <p>3</p> |

SECTION 2 — 40 marks

Attempt ALL questions

- | | |
|---|---|
| 4. (a) Outline 2 possible time stealers. | 2 |
| (b) Outline strategies that could be used to minimise each of these. | 2 |
| 5. Describe the following methods of monitoring and evaluating progress. | 4 |
| • Gantt chart | |
| • Mentoring system | |
| 6. Discuss the methods that could be used by an organisation to inform staff of any changes to workplace legislation. | 6 |
| 7. Outline features of a mission statement. | 2 |
| 8. Describe the skills and qualities an employee would require in order to be an effective team member. | 4 |
| 9. Describe features of an ergonomic office environment. | 6 |
| 10. Discuss possible barriers to communication. | 6 |
| 11. Compare the role of the Chairperson and the Administrative Assistant with regards to meetings. | 4 |
| 12. Justify the use of the following spreadsheet features. | 4 |
| • Named cell | |
| • Pivot table | |

[END OF QUESTION PAPER]