



National
Qualifications
2018

X701/76/11

Administration and IT

TUESDAY, 29 MAY

1:00 PM – 2:00 PM

Total marks — 30

SECTION 1 — 10 marks

Attempt ALL questions.

SECTION 2 — 20 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 7 0 1 7 6 1 1 *

SECTION 1 — 10 marks

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

Royal Mail Group Ltd

Royal Mail's latest Quality of Service report reveals that it has exceeded its regulatory First Class target for the first quarter of the financial year 2017–18, delivering 93.3 per cent of mail the next working day.

The UK has one of the highest Service Level Agreement specifications of any major European country.

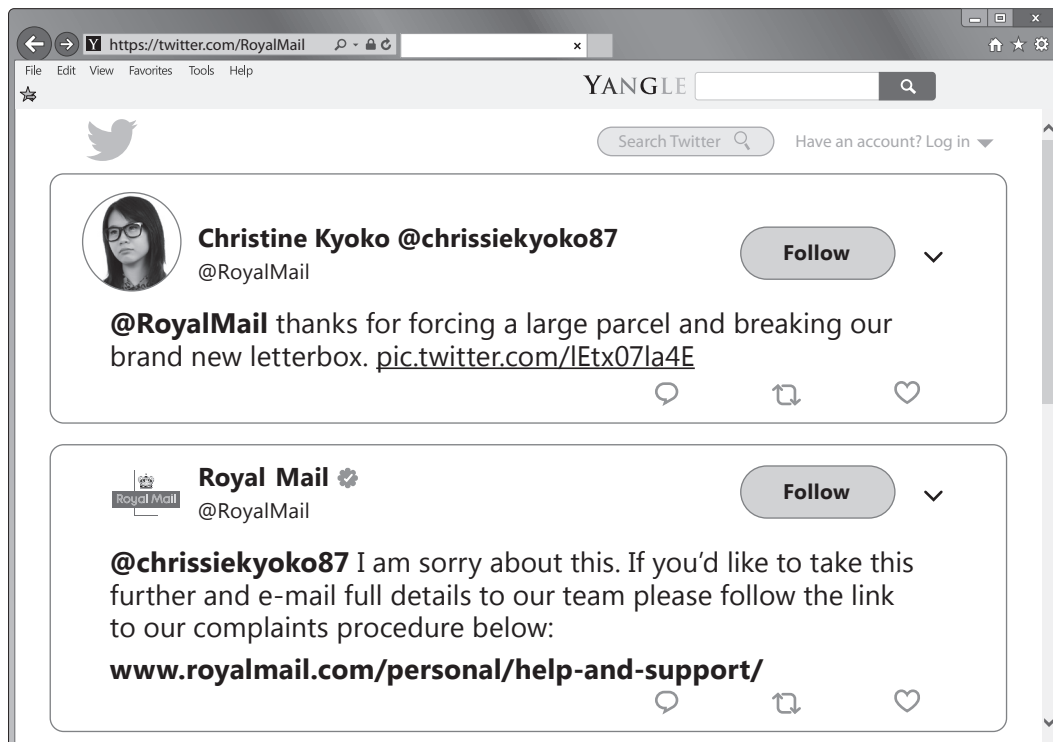
Sue Whalley, Chief Operations Officer, Royal Mail said: "Royal Mail operates under some of the most demanding standards in the whole of Europe, so it is only right to pay tribute to the hardworking postmen and women who make this happen six days a week at more than 30 million addresses across the UK. We continue to focus on improving and maintaining these high standards of service for our customers."

Whilst Royal Mail meets the needs of the vast majority of its customers they still receive nearly a million complaints a year. In order to respond effectively to these customers there needs to be a very clear complaints process.

Adapted from: Royal Mail Group Press Release



Exhibit 1



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

1. Outline the features of an effective complaints procedure Royal Mail might use. 4

2. Christine used Twitter to complain to Royal Mail.
Describe possible drawbacks of using social media for this purpose. 4

3. Compare 2 methods of evaluating customer service. 2

[Turn over

SECTION 2 — 20 marks

Attempt ALL questions

- | | |
|---|---|
| 4. Outline the ways in which an organisation meets the requirements of the Data Protection Act. | 4 |
| 5. Discuss the use of an e-diary when organising meetings. | 4 |
| 6. Justify the importance of effective leadership within a team. | 4 |
| 7. An organisation has changed its fire evacuation policy. Discuss the methods of communication that could be used to inform employees. | 6 |
| 8. Justify the need to send out an agenda in advance of a meeting. | 2 |

[END OF QUESTION PAPER]

ACKNOWLEDGEMENTS

Section 1 – Logos, e-mail address and information are adapted from Royal Mail Group.

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Section 1 Exhibit 1 – Use of Twitter logos and mock-up of Twitter page.

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Section 1 Exhibit 1 – [GeorgeMPhotography/Shutterstock.com](https://www.shutterstock.com/user/GeorgeMPhotography/)