

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this paper.

Question 1 – Case Study/Outline

The candidate was awarded **3 out of 5 marks**.

A mark was awarded for the first paragraph about making contact details more visible. Another mark was awarded for the third sentence about training staff and the third mark was awarded for the fourth sentence about chat software.

Although the second sentence in the paragraph about training staff is valid there was no mark awarded. An "Outline" question has no development marks available. In addition, each problem can only be solved once.

A mark was not awarded for the customer service sentence because that is the same solution as previously and each problem must have a different solution.

A mark was not awarded for the final sentence about monitoring staff calls because the business is already aware of the issue, the answer must solve the problem.

Question 3 – Compare

The candidate was awarded **2 out of 2 marks**.

A mark was awarded for the 'both' sentence about first-hand information, a second mark was awarded for the sentence about views or opinions and bias. Candidates are advised to look for similarities first as an answer is often more obvious.

A mark was not awarded for the first sentence about in person and online because the first part of the answer is somewhat vague and the second part of comparison point does not give any additional detail at all as it merely repeats the word online.

In a comparison statement candidates must compare the same point for a mark to be awarded eg a response which compared the volume of responses of an on-line survey versus the cost of running a focus group would not gain any marks.

Question 4 – Describe

The candidate was awarded **4 out of 4 marks**.

A mark was awarded for the sentence about work being rushed, a development mark was awarded for the sentence about complaints.

A third mark was awarded for ‘falling behind on their work and miss deadlines’ with a further development mark for the end of that sentence

Note that 4 separate individual points would also be acceptable.

Question 5 – Discuss

The candidate was awarded **3 out of 5 marks**.

A mark for the first sentence as the candidate has exemplified what a good leader may do as part of their role.

A second mark for the section about team members sharing their opinions and ideas, and a development mark for the impact that it will make them more motivated.

The candidate was not awarded the mark for the second sentence because although they mention good communication and problem solving but they do not elaborate further – essentially they have “identified/named” the factors only.

Please note that for discuss questions in higher admin that candidates are not limited to advantages and disadvantages unless this is specified in the question.

Question 7 – Outline

The candidate was awarded **1 out of 3 marks**.

The mark was awarded for the first sentence only because they demonstrated in their own words that they understand that the slide master enables the user to quickly make global changes.

A mark was not awarded for speaker notes because there is not enough detail. There is no mention of additional notes as a reminder or extra information to aid the speaker.

A mark was not awarded for the hyperlink sentence because the use of the word 'attachment' suggests that they are not clear about how a hyperlink works. There is no sense of an area being clicked and taking the user to another website.

Question 10 – Justify

The candidate was awarded **2 out of 3 marks**.

The first mark was awarded for the first sentence because it is clear that the policy can be looked at more than once.

The final mark was awarded because it shows that having proof/permanent record is a good reason for using written communication.

The candidate was not awarded a mark for writing about posters for visitors because the question is about updating employees and there was also no indication of why posters are beneficial.