



National  
Qualifications  
2023

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**2023 Administration and IT**

**National 5**

**Finalised Marking Instructions**

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## General marking principles for National 5 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) Candidates will be awarded marks for specific skills and theory.

Marks will be awarded for demonstrating skills in using different IT applications and theory in the following areas:

### **Spreadsheet – 20 marks (+/-3 marks)**

- entering and editing text
- using formulae and functions to perform calculations and summarise information
- using functions to manipulate information

### **Database – 10 marks (+/-3 marks)**

- entering and editing text
- displaying information as a table/form and/or report or (address) labels
- manipulating information

### **Theory – 10 marks (+/-3 marks)**

- marks will be awarded for providing relevant responses

### **Spreadsheet**

If the value view is missing, marks can be awarded on the formula view as appropriate. New row/column headings/labels must be as instructed or consistent.

If the name for the named cell is given it must be keyed in accurately, however if names are not given, the name used must be relevant.

Candidates are expected to use the most appropriate formula. The use of the + sign when adding 3 or more adjacent cells, nor the use of =SUM and + in the same formula is not accepted.

For subtraction, multiplication or division =SUM at the start of the formula is not accepted.

Marks are not awarded if cells are truncated.

## **Database**

The style of additional field headings must be consistent with existing fields and field names must not be truncated.

Where a logo is to be inserted at top/bottom right or left, it must be to the right or left of centre.

Where a name is required it must include the Title, First Name and Surname unless specifically instructed to use only certain fields.

Candidate name should be inserted outwith the information on a printout.

## **Theory**

In some instances, one response covering 2 points can be awarded 2 marks. All keyboarding errors should be ignored.

### **Questions that ask candidates to ‘outline’**

Candidates must make a number of brief, relevant, factual points up to the total mark allocation. The points do not need to be in any particular order.

Up to the mark allocation for this question:

- 1 mark should be given for each accurate, relevant, brief point of knowledge

### **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.

Up to the 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

### **Questions that ask candidates to ‘explain’**

Candidates must make a number of points that relate cause and effect and/or make the relationships between things clear, for example by showing connections between a process/situation. These may include theoretical concepts. There is no need to prioritise the reasons.

Up to the mark allocation for this question:

- 1 mark should be given for each accurate relevant cause and effect
- 1 mark should be given for any further development of a relevant point, including exemplification when appropriate

## **Keying-in**

Marks will be awarded for every block of text that is accurately keyed-in. This will be for approximately every 20 words. Flags may be included, where appropriate, to identify where marks are awarded. Inconsistent capitalisation is treated as one error within a question.

Dates must include a number, month and year eg 10 June 2023, unless specifically instructed otherwise. Accept any standard date format eg

- 10 June 2023
- 10<sup>th</sup> June 2023/June 10<sup>th</sup> 2023
- 10/6/23
- 10/06/2023
- June 10, 2023
- Friday, 10 June 2023

DNA 'the 10<sup>th</sup> of June or American dates in number format.

Headings should be enhanced in some way, eg:

- block capitals with or without bold
- initial capitals and bold
- initial capitals and underscore
- increased size of font

A change of alignment on its own is not acceptable.

Headings with initial capitals eg - 'Competitors Under 18 with a Medical Condition' - conjunctions should not be capitalised.

Where a question requires specific information to be inserted in a footer the candidates name and/or question number should always be below the footer information.

All comments must be actioned and deleted.

### **Printouts**

Candidates are clearly directed, within the instructions, as to the printing requirements for each question.

## Detailed marking instructions for each question

### Question 1(a)



Amend field heading - 1A



New field heading - 1F

ESTIMATED SWIM TIME	RACE ORDER	START TIME	MEDICAL LEADER
0-10 minutes	Group 1	08:00 AM	Colin Lieto
10-12 minutes	Group 2	08:05 AM	Colin Lieto
12-14 minutes	Group 3	08:10 AM	Colin Lieto
14-16 minutes	Group 4	08:15 AM	Lisa Norden
16-18 minutes	Group 5	08:20 AM	Lisa Norden
18-24 minutes	Group 6	08:25 AM	Lisa Norden



Delete record - 1D



Keyboarding - 1K



Print - 1P

	Marks
Amend field heading to Estimated Swim Time - must be accurate and in block caps	1A
New Field - MEDICAL LEADER - must be accurate and in block capitals	1F
Keyboarding (Colin Lieto, Lisa Norden, and the estimated swim time for Group 6)	1K
Record deleted - Group 7 only	1D
Printout of Groups table showing all 4 fields in any order	1P
<b>TOTAL</b>	<b>5</b>

Question 1(a)
DNA 1A if hyphen is not deleted.
DNA 1F if new field MEDICAL LEADER - has keyboarding errors or is truncated, but P mark can be awarded.
DNA max 1 for inconsistent capitalisation.
DNA 1K if: <ul style="list-style-type: none"> <li>a group has the incorrect medical leader</li> <li>the wrong group minutes has been changed</li> </ul>
DNA 1D if there is a blank row in the database.
DNA 1P if: <ul style="list-style-type: none"> <li>table is printed on more than one page</li> <li>any field (other than the new field) is truncated</li> <li>any field is omitted</li> <li>candidate name is included as a new row at the bottom of the table</li> </ul>
Accept screenshot.
Accept printed as a report - DNA 1K if there is a keyboarding error in report heading.
DNA 1K if there is any incorrect spelling in an extra heading.

Question 1(b)

Heading - 1H

Logo - 1L

COMPETITORS UNDER 18 WITH A MEDICAL CONDITION



TITLE	FIRST NAME	SURNAME	MEDICAL DETAILS	DATE OF BIRTH	MEDICAL LEADER
Mr	Andre	Perez	Arthritis	11/04/2006	Lisa Norden
Mr	Floyd	Detti	Asthma	09/03/2006	Lisa Norden
Mr	Erik	Garin	Diabetes	30/10/2005	Lisa Norden
Ms	Maja	Johansson	Diabetes	03/02/2006	Lisa Norden
Mr	Arjan	McCallum	Diabetes	10/04/2008	Lisa Norden
Miss	Savannah	Mitchell	Diabetes	03/02/2008	Lisa Norden
Miss	Jessie	Hernandez	Hypertension	15/02/2008	Lisa Norden
Mrs	Cerya	Arnot	Peanut Allergy	05/09/2005	Colin Lieto
Mr	Darpan	Sura	Peanut Allergy	22/11/2007	Lisa Norden
Mr	Adam	Murphy	Penicillin Allergy	05/05/2007	Lisa Norden

10 records



Sort - Medical Details and Surname - 2S



Criteria - Medical Condition - 1C



Criteria - DOB > 10/06/2005 - 1C



Print - 1P

	Marks
Appropriate report heading - accurate	1H
Logo - top right hand side of the report - must be to the right of centre	1L
Criteria - Medical Condition? Yes	1C
Criteria - Date of Birth >10/06/2005	1C
Sort on 2 fields - Medical Details alphabetical and Surname alphabetical - all or nothing	2S
Print report showing correct fields - full name, medical details, date of birth and medical leader	1P
<b>TOTAL</b>	<b>7</b>

Question 1(b)

Heading must include Competitors/Triathletes/Entrants/Athletes and Under 18/U18(s)/Born after 10 June 2005 and Medical Condition(s)/Health Condition(s).

DNA 1H if candidate has included their name/task in the report header. However, accept if date and/or time are included automatically as part of the report header layout (report icon should be visible).

DNA 1H if report heading is in sentence case.

DNA 1L if any of the logo shield is clipped.

DNA 1C if Ava Forbes is included as date of birth criteria is incorrect.

Medical criteria mark can be awarded if every record has a medical condition.

Accept if report is grouped by medical details.

Ignore default date if shown in page footer.

Ignore if there is a second page as long as there is no data on it.

DNA 1H, 1L and 1P if the query has been extracted/snipped to a word processing document.

DNA 1P if the report has been extracted to a word processing document.

DNA 1P if:

- name fields (all 3) are not together in the correct order
- other fields are included
- any fields or records are truncated
- report is printed on more than one page unless the search is incorrect and is too big

Accept screenshot but must be a report.

## ALTERNATIVES

### CRITERIA - MEDICAL DETAILS

TITLE	FIRST NAME	SURNAME	MEDICAL DETAILS	DATE OF BIRTH	MEDICAL LEADER
Mr	Keaton	Wylie	ADHD	28/04/2005	Lisa Norden
Mr	Andre	Perez	Arthritis	11/04/2006	Lisa Norden
Mrs	Orla	Weir	Arthritis	18/05/2005	Colin Lieto
Mr	Usman	Amir	Asthma	07/05/2004	Colin Lieto
Mr	Floyd	Detti	Asthma	09/03/2006	Lisa Norden
Mrs	Ava	Forbes	Asthma	10/06/2005	Colin Lieto
Miss	Ffion	Green	Asthma	13/01/2005	Colin Lieto
Mr	Erik	Garin	Diabetes	30/10/2005	Lisa Norden
Ms	Maja	Johansson	Diabetes	03/02/2006	Lisa Norden
Mr	Frederick	Manson	Diabetes	04/05/2004	Colin Lieto
Mr	Arjan	McCallum	Diabetes	10/04/2008	Lisa Norden
Miss	Savannah	Mitchell	Diabetes	03/02/2008	Lisa Norden
Miss	Jessie	Hernandez	Hypertension	15/02/2008	Lisa Norden
Mrs	Julie	Shaw	Hyperthyroidism	16/05/2004	Colin Lieto
Mrs	Cerya	Arnott	Peanut Allergy	05/09/2005	Colin Lieto
Mr	Darpan	Sura	Peanut Allergy	22/11/2007	Lisa Norden
Mr	Adam	Murphy	Penicillin Allergy	05/05/2007	Lisa Norden

1

Criteria -  
Medical Details

0

Criteria - Born  
after 10 June  
2005

2

Sort

17 records

### CRITERIA - BORN AFTER 10 JUNE 2005

TITLE	FIRST NAME	SURNAME	MEDICAL DETAILS	DATE OF BIRTH	MEDICAL LEADER
Ms	Anne	Fisher		06/06/2006	Lisa Norden
Ms	Astrid	Forsberg		02/10/2007	Lisa Norden
Mr	Joel	Graham		02/01/2006	Lisa Norden
Miss	Rowan	Haugh		05/06/2006	Lisa Norden
Ms	Thea	Kilgore		20/10/2005	Colin Lieto
Mr	Oskar	Lang		07/11/2005	Lisa Norden
Mr	Cain	Millan		06/03/2006	Colin Lieto
Miss	Lee	O'Brien		26/01/2006	Lisa Norden
Mr	Milo	Rizzo		07/05/2007	Lisa Norden
Mr	Andre	Perez	Arthritis	11/04/2006	Lisa Norden
Mr	Floyd	Detti	Asthma	09/03/2006	Lisa Norden
Mr	Erik	Garin	Diabetes	30/10/2005	Lisa Norden
Ms	Maja	Johansson	Diabetes	03/02/2006	Lisa Norden
Mr	Arjan	McCallum	Diabetes	10/04/2008	Lisa Norden
Miss	Savannah	Mitchell	Diabetes	03/02/2008	Lisa Norden
Miss	Jessie	Hernandez	Hypertension	15/02/2008	Lisa Norden
Mrs	Cerya	Arnott	Peanut Allergy	05/09/2005	Colin Lieto
Mr	Darpan	Sura	Peanut Allergy	22/11/2007	Lisa Norden
Mr	Adam	Murphy	Penicillin Allergy	05/05/2007	Lisa Norden

0

Criteria -  
Medical Details

1

Criteria - Born  
after 10 June  
2005

2

Sort

19 records

## ALTERNATIVES

### UNSORTED

TITLE	FIRST NAME	SURNAME	MEDICAL DETAILS	DATE OF BIRTH	MEDICAL LEADER
Miss	Savannah	Mitchell	Diabetes	03/02/2008	Lisa Norden
Mrs	Cerya	Arnott	Peanut Allergy	05/09/2005	Colin Lieto
Miss	Jessie	Hernandez	Hypertension	15/02/2008	Lisa Norden
Mr	Arjan	McCallum	Diabetes	10/04/2008	Lisa Norden
Ms	Maja	Johansson	Diabetes	03/02/2006	Lisa Norden
Mr	Floyd	Detti	Asthma	09/03/2006	Lisa Norden
Mr	Darpan	Sura	Peanut Allergy	22/11/2007	Lisa Norden
Mr	Andre	Perez	Arthritis	11/04/2006	Lisa Norden
Mr	Adam	Murphy	Penicillin Allergy	05/05/2007	Lisa Norden
Mr	Erik	Garin	Diabetes	30/10/2005	Lisa Norden

0  
0  
Sort - Medical  
Details and  
Surname

### SORTED - MEDICAL DETAILS ONLY

TITLE	FIRST NAME	SURNAME	MEDICAL DETAILS	DATE OF BIRTH	MEDICAL LEADER
Mr	Andre	Perez	Arthritis	11/04/2006	Lisa Norden
Mr	Floyd	Detti	Asthma	09/03/2006	Lisa Norden
Mr	Erik	Garin	Diabetes	30/10/2005	Lisa Norden
Ms	Maja	Johansson	Diabetes	03/02/2006	Lisa Norden
Mr	Arjan	McCallum	Diabetes	10/04/2008	Lisa Norden
Miss	Savannah	Mitchell	Diabetes	03/02/2008	Lisa Norden
Miss	Jessie	Hernandez	Hypertension	15/02/2008	Lisa Norden
Mr	Darpan	Sura	Peanut Allergy	22/11/2007	Lisa Norden
Mrs	Cerya	Arnott	Peanut Allergy	05/09/2005	Colin Lieto
Mr	Adam	Murphy	Penicillin Allergy	05/05/2007	Lisa Norden

0  
0  
Sort - Medical  
Details and  
Surname

### SORTED - SURNAME ONLY

TITLE	FIRST NAME	SURNAME	MEDICAL DETAILS	DATE OF BIRTH	MEDICAL LEADER
Mrs	Cerya	Arnott	Peanut Allergy	05/09/2005	Colin Lieto
Mr	Floyd	Detti	Asthma	09/03/2006	Lisa Norden
Mr	Erik	Garin	Diabetes	30/10/2005	Lisa Norden
Miss	Jessie	Hernandez	Hypertension	15/02/2008	Lisa Norden
Ms	Maja	Johansson	Diabetes	03/02/2006	Lisa Norden
Mr	Arjan	McCallum	Diabetes	10/04/2008	Lisa Norden
Miss	Savannah	Mitchell	Diabetes	03/02/2008	Lisa Norden
Mr	Adam	Murphy	Penicillin Allergy	05/05/2007	Lisa Norden
Mr	Andre	Perez	Arthritis	11/04/2006	Lisa Norden
Mr	Darpan	Sura	Peanut Allergy	22/11/2007	Lisa Norden

0  
0  
Sort - Medical  
Details and  
Surname

Question 2(a)

Entries Worksheet - Value

Entry Fees Breakdown			
	Youth A	Youth B	Junior
Fee per Person	£30.00	£35.00	£40.00
Total Amount	£210.00	£420.00	£600.00
<b>Overall Total Fees</b>	£1,230.00		

✓<sub>1</sub> Merge and centre - 1M

✓<sub>1</sub> Keyboarding G6 - 1K

✓<sub>1</sub> Bold G6 - 1B

	Marks
Merged over 4 columns and text centred - Entry Fees Breakdown	1M
Keyboarding - G6 - Overall Total Fees	1K
Embolden text - G6	1B
<b>TOTAL</b>	<b>3</b>

Question 2(a)
If keyboarding in value view is truncated check the formula view and award the mark if you can.
Mark for formatting cells is awarded in 2b value printout.
Mark for printing is awarded in 2b formula printout.

Question 2(a)

Entries Worksheet - Formula

	A	B	C	D	E	F	G	H	I	J
1	PORTOBELLO TRIATHLON CLUB - 2023 ENTRIES					Direction C3-E3 - 1D				
2							Entry Fees Breakdown			
3	First Name	Surname	Youth A	Youth B	Junior			Youth A	Youth B	Junior
4	Savannah	Mitchell	✓		✓		Fee per Pe	30	35	40
5	Ava	Forbes					Total Amo	=H4*C38	=I4*D38	=J4*E38
6	Lee	O'Brien		✓		Formula - H5 - 1F	Overall Total Fees	=SUM(H5:J5)		
7	Cerya	Arnot		✓						
8	Kieran	Batie			✓					
9	Thea	Kilgore		✓						
10	Jessie	Hernandez	✓							
11	Frederick	Manson			✓					
12	Oskar	Lang		✓						
13	Arjan	McCallum	✓							
14	Cain	Millan		✓						
15	Violet	Tarbet			✓					
16	Astrid	Forsberg	✓							
17	Maja	Johnansson		✓						
18	Joel	Graham		✓						
19	Floyd	Deti		✓						
20	Milo	Rizzo	✓							
21	Zakariya	Assaf			✓					
22	Ben	Tanner			✓					
23	Rowan	Haugh		✓						
24	Usman	Amir			✓					
25	Julie	Shaw			✓					
26	Keaton	Wylie			✓					
27	Fern	Rutherford			✓					
28	Anne	Fisher		✓						
29	Robert	Anderson			✓					
30	Aanya	Bora			✓					
31	Darpan	Sura	✓							
32	Orla	Weir			✓					
33	Andre	Perez		✓						
34	Holly	McAreevey			✓					
35	Ffion	Green			✓					
36	Adam	Murphy	✓							
37	Erik	Garin		✓						
38	NUMBER OF ENTRIES:		✓	=COUNTA(C4:C37)	=COUNTA(D4:D37)	=COUNTA(E4:E37)				Replication - D38 and E38 - 1R
39	OVERALL NUMBER:		=SUM(C38:E38)							

Formula - C38 - 1F

	Marks
Text direction of C3, D3, E3 - rotate	1D
Number of Entries formula - C38	1F
Replication of Number of Entries formulae - D38 and E38	1R
Total Amount formula - H5	1F
Replication of Total Amount formulae - I5 and J5	1R
Overall Total Fees formula - H6	1F
<b>TOTAL</b>	<b>6</b>

Question 2(a)
DNA 1D if rotated text is truncated.
DNA 1D if candidate has reordered column headings instead of rotating them. In the Entry Fees Breakdown table 1F and 1R can be awarded if their formula is as per marking instructions, or if they have consequentially amended the formula (even if they have now not replicated).
Accept rotation of C3, D3 and E3 in variety of ways.
DNA mark if formula is truncated.
Accept spaces in formulae.
No of Entries formula - accept =COUNTA(C4:C37)*H4.
No of Entries formula - accept =COUNTIF(C4:C37,"?").
No of Entries formula - accept =COUNTIFS(C4:C37,C31) but this can't be replicated, therefore 0R.
No of Entries formula - accept =COUNTIF(C4:C37,"√") it can be replicated, therefore 1R.
DNA formula mark for number of entries if C38 is absolute, however the replicate mark can be awarded.
Overall Total Fees - accept =SUM(H5,I5,J5).
DNA 1F - Overall Total Fees - SUM(H5:I5:J5).
DNA 1F for incorrect use of SUM function for multiplication.
If formula is keyed into shaded cells, DNA 1P in 2(b) formula printout.
If value view is not included 1M, 1K and 1B can be awarded on the formula view, but DNA 1FM and 1P in 2(b).

Question 2(b)

Cash Statement Worksheet - Value

<b>PORTOBELLO TRIATHLON CLUB</b>		✓ <sub>1</sub>
INCOME		
Entry fees	£1,230.00	
Sponsorship	£1,400.00	
Merchandising	£600.00	
Catering	£900.00	
Grant	£500.00	✓ <sub>1</sub>
<b>TOTAL INCOME</b>		£4,630.00
EXPENDITURE		
Admin costs	£750.00	
Swim hats	£320.00	
Advertising	£650.00	
Medals	£225.00	
Marquee hire	£540.00	
T-shirts	£397.00	
<b>TOTAL EXPENDITURE</b>		£2,882.00
<b>SURPLUS/DEFICIT</b>		£1,748.00

Increase size and embolden - 1H

Insert Grant - 1K

Formatting - 1FM

✓<sub>1</sub>

	Marks
Increase size and embolden heading	1H
Keyboarding - insert Grant - 500 - B8	1K
Currency and consistent formatting - both worksheets	1FM
<b>TOTAL</b>	<b>3</b>

Question 2(b)
DNA 1FM if: <ul style="list-style-type: none"> <li>any cells in columns B and C are left-aligned</li> <li>both accounting and currency formats are used in the same worksheet</li> <li>formatting is not consistent within each worksheet</li> </ul>
If value view is not included 1H and 1K can be awarded on the formulae view, but DNA 1FM and 1P.

**Question 2(b)**

**Cash Statement Worksheet - Formula**

	A	B	C
1	<b>PORTOBELLO TRIATHLON CLUB</b>		
2			
3	INCOME		
4	Entry fees	=Fees ✓ <sub>1</sub>	Named cell - B4 - 1N
5	Sponsorship	1400	
6	Merchandising	600	
7	Catering	900	
8	Grant	500	
9	TOTAL INCOME		=SUM(B4:B8)
10			
11	EXPENDITURE		Formulae - C9 and C18 - 1F
12	Admin costs	750	
13	Swim hats	320	
14	Advertising	650	
15	Medals	225 ✓ <sub>2</sub>	Formula - B16 - 2F      Formula - B17 - 2F
16	Marquee hire	=IF(Entries!B39>50,650,540)	
17	T-shirts	=(Entries!C38*10)+(Entries!D38*11)+(Entries!E38*13) ✓ <sub>2</sub>	
18	TOTAL EXPENDITURE		=SUM(B12:B17) ✓ <sub>1</sub>
19			
20	SURPLUS/DEFICIT		=C9-C18 ✓ <sub>1</sub>

Formula - C20 - 1F      Print - 1P ✓<sub>1</sub>

	Marks
Use of named cell - B4 - must be Fees - accept any capitalisation	1N
Total Income and Total Expenditure formulae - C9 and C18	1F
Marquee hire formula - B16 - all or nothing	2F
T-shirts formula - B17 - all or nothing - accept with/without brackets - must be one formula and link to Entries worksheet, accept named cells if value is correct	2F
Surplus/Deficit formula - C20	1F
Printouts - no data in shaded cells and each on one page with gridlines: <b>2(a)</b> Value - portrait - Entry Fees Breakdown table <b>only</b> Formula - landscape whole worksheet with row/column headings	1P
<b>2(b)</b> Value - portrait Formula - landscape and row/column headings	
<b>TOTAL</b>	<b>8</b>

<b>Question 2(b)</b>
Named cell - B4 - must be Fees only - accept Fees, fees, FEES.
DNA mark(s) if formula is truncated.
Accept spaces in formulae.
B16 - IF statement - accept =IF(Entries!B39<=50,540,650).
DNA 2F if £ is used in the IF statement.
DNA 1F max for incorrect use of SUM function for addition - across both worksheets.
DNA 1F max for incorrect use of SUM function for multiplication/division/subtraction - across both worksheets.
DNA 1P if:
<ul style="list-style-type: none"> <li>any information is inserted in the shaded cells, however formula marks can be awarded</li> <li>any information in the value view is truncated across either worksheet</li> <li>value and formula printouts don't match</li> <li>extraneous text is entered</li> <li>any of the original figures are changed/deleted</li> <li>template is amended</li> </ul>
Award formula marks if formula is consequentially correct.
If value view is not included 1H and 1K can be awarded on formula view, but DNA 1FM and 1P.

### Question 3

Outline 3 features of good customer service.

1.	Being helpful
2.	Being kind/understanding/polite/respectful/good attitude/welcoming/friendly/patient/nice
3.	Being knowledgeable/having staff who know the products/services
4.	Having good communication skills/communicating regularly with customers
5.	Deal with any issues efficiently/effectively
6.	Putting the customer first
7.	Attending to customer needs
8.	Addressing feedback/feedback forms/listening to customers
9.	Having a loyalty points system
10.	Measuring customer service levels/monitoring staff performance/have a mystery shopper
11.	Answering calls/e-mails/enquiries
12.	Having a complaints procedure/taking complaints seriously/responding to customer complaints quickly/addressing complaints
13.	Having an after sales service/warranty/guarantee
14.	Having trained staff
15.	Setting/evaluating staff targets
16.	Hiring suitable/friendly/helpful staff
17.	Have a customer service policy

<b>Question 3 - must be an outline, more than identify</b>
Responses can be from the organisation or the employee's perspective.
Responses must contain a verb.
DNA provide good/satisfactory service to all customers.

Describe 2 features of spreadsheets.

1.	Using calculations/formulae such as SUM/COUNT/IF etc OR Formulae can be inserted to perform calculations/answers/maths
2.	<b>Linking</b> spreadsheets/worksheets using formula
3.	Figures are recalculated/automatically updated when the numbers change
4.	Sort the data into ascending/descending order
5.	Text formatting/tools eg bold/borders/font/text alignment/colour OR Text formatting to make important data stand out/eg heading
6.	Number format eg currency/percentages/decimal places
7.	Merge cells to make a heading
8.	Name cells to make them absolute
9.	Absolute cells allow you to replicate a formula without a cell changing
10.	Create a chart eg bar/line/pie OR create a chart to present information
11.	Inserting rows/columns to add new data
12.	Deleting rows/columns to remove data
13.	Rows/columns can be hidden/unhidden to show selected data
14.	Insert/search function to create/find formula
15.	Formula view to see all the calculations/formulae on display
16.	Add/edit/delete comments to cells
17.	Copy/cut/paste to move/insert text
18.	Mail merge data with another package/word processing
19.	Print showing formulae/with gridlines/row and column headings/on landscape/portrait orientation
20.	Add information to the header/footer eg date/file path
21.	Spell check to find errors

<b>Question 3 - must be a description, more than an outline</b>	
DNA to 'update the spreadsheet' unsupported as a description.	
DNA reference to fields/records/queries/reports.	
Accept descriptions of specific formulae/functions.	
Accept make headings bold.	
When describing a specific formula DNA to get the correct number.	
DNA can do sums.	
DNA you can create formula using the data.	

Explain 3 ways Portobello Triathlon Club can improve its corporate image.

1.	Producing/creating a house style (fonts/logo/colours/headed paper) so that all documents are consistent.
2.	Having/updating the logo so that the club stands out/is eye-catching/attracts new members/make it recognisable.
3.	Using standardised fonts/colours/graphics so that the club is instantly recognisable/looks attractive.
4.	Having a standardised event set up/store so that customers are familiar with the layout.
5.	Introducing a staff/club uniform so that staff are identifiable/customers can find staff/dressed smartly/feels part of the business/team/club is co-ordinated/club is recognisable/looks more professional - DNA attract customers/more popular.
6.	Creating a slogan/motto so that it reflects the aims of the club/to attract members/it is more memorable/catchy.
7.	Having a strong vision will increase sales.
8.	Having a brand to attract new customers.
9.	Having a standardised introduction that all staff when answering phone calls so that there is a consistent response/create member loyalty.
10.	Being environmentally friendly so that the club gets a better/greener reputation/increases members.
11.	Helping charities/good causes/sponsorships of local events to enhance the club's reputation/increases members.
12.	Providing merchandise so that people become more aware of the club/enhances the club's reputation.
13.	Having a consistent/standardised/certain style of event format so that it promotes a positive image/recognisable/so members know what to do/may attract members.
14.	Creating a good corporate culture/good employee relations which shows the organisation is caring towards their employees/motivates staff/retain staff.

<b>Question 3 - each stem and explanation must be different</b>
DNA advertising, offers, discounts.
The first part of the explanation must be more specific than good customer service.
DNA website/social media unless it is linked to the logo/corporate colours/customer services practices and explained.
DNA use a graphic to have a recognisable logo - no explanation.
DNA make their logo more colourful and interesting - no explanation.
DNA open day/fun day - this is advertising.
Accept reference to customers, members or competitors.

	Marks
Outline 3 features of good customer service	3T
Describe 2 features of spreadsheets	2T
Explain 3 ways to improve corporate image	3T
<b>TOTAL</b>	<b>8</b>

[END OF MARKING INSTRUCTIONS]