



National  
Qualifications  
2025

**X801/76/11**

**Administration and IT**

WEDNESDAY, 30 APRIL

10:00 AM – 11:30 AM

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**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.



## SECTION 1 — 10 marks

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

Ayiah Rasheed was recently appointed as the Customer Service Manager of a large energy supplier. In recent months, the business has received a lot of negative publicity. Ayiah was appointed to try to improve customers' experience. She has been reading e-mails and social media comments from customers to gain an understanding of the problems they have been facing.

Several customers reported that they struggled to get through to the customer service centre on the phone or were left on hold for long periods of time. When they did get through, they found staff to be unhelpful and unable to answer their queries. Other customers complained that the company's online chat facility takes too long to connect with an agent. Sometimes they were cut off and unable to reconnect. Several customers also stated that they found it hard to find contact details for the company.

Many customers pay for additional home cover for emergency repairs to their boiler and heating system. They have complained about 'hidden costs' in the repairs that the home cover does not include. One angry customer tweeted on 'X' that they lodged a complaint in writing 6 weeks ago about these costs and did not receive any response from the company. When Ayiah investigated this, she could not find any information about the complaint.

Last month, the Information Commissioner's Office (ICO) contacted the business, concerning a data breach. This involved the details of over 200 customer records. The news hit the media a few days later and caused a further increase in the number of complaints and negative comments online.

MARKS

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

- |                                                                                                              |   |
|--------------------------------------------------------------------------------------------------------------|---|
| 1. Outline ways in which Ayiah could address the customer service issues identified above.                   | 5 |
| 2. Describe the problems a business may face when dealing with complaints made by customers on social media. | 3 |
| 3. Compare a customer focus group and an online survey as methods of gathering customer feedback.            | 2 |

## SECTION 2 — 40 marks

Attempt ALL questions

- |                                                                                                                                                                                |   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| 4. Describe the consequences of poor time and task management skills to both an employee and the organisation.                                                                 | 4 |
| 5. Discuss factors that make a team effective.                                                                                                                                 | 5 |
| 6. (a) Justify an organisation's decision to use an open plan office layout.                                                                                                   | 4 |
| (b) Discuss the benefits of flexible working practices.                                                                                                                        | 4 |
| 7. Outline the use of the following presentation software features: <ul style="list-style-type: none"><li>• Slide Master</li><li>• Speaker Notes</li><li>• Hyperlink</li></ul> | 3 |
| 8. Describe tasks an Administrative Assistant would carry out <b>after</b> a meeting has taken place.                                                                          | 5 |
| 9. Outline 2 offences that are illegal under the Computer Misuse Act.                                                                                                          | 2 |
| 10. (a) Justify the use of written communication when updating employees on company policies eg Health and Safety policy.                                                      | 3 |
| (b) Describe the consequences to both an employee and an organisation of breaching Health and Safety legislation.                                                              | 5 |
| 11. Discuss the advantages and disadvantages of using video conferencing applications such as Zoom and MS Teams to hold remote meetings.                                       | 5 |

**[END OF QUESTION PAPER]**

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