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CARIBBEAN EXAMINATIONS COUNCIL

SECONDARY EDUCATION CERTIFICATE EXAMINATION

OFFICE ADMINISTRATION

Paper 03/2 – General Proficiency

1 1/2 hours

In addition to the 1 1/2 hours candidates are allowed 15 minutes to read through the paper. Writing MAY begin during this time.

INSTRUCTIONS TO CANDIDATES

1. Candidates MUST use this answer booklet when responding to the questions. For EACH question, write your answer in the space indicated and return the answer booklet at the end of the examination.

2. Use the CASE to answer the questions.

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

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THE CASE



Mike's Hardware Store situated in Central Jamaica has long become a household name and is currently celebrating forty years of excellent service.

Mike, his wife and two children put their partnership to business, sharing their time between home, school and work. They perform all the administrative duties – from purchasing to accounting, and from advertising and sales to despatch. With much work and dedicated service, they have expanded to form a branch in the neighbouring parish with the two stores having similar stock. Opening hours vary to reflect the areas in which they operate.

With the expansion, as well as changing times and the impact of modern technology, what started out as a small hardware store can now be described as a 'one-stop shop'. Today, dry goods as well as the manufacture and sale of furniture comprise their main business venture. Customer service and high quality merchandise at competitive prices continue to be their focus. The staff, three of whom have been there from its inception, is small but dedicated.

From the two stores, Mike is able to deliver orders island wide, even if it means sourcing goods from outside Jamaica. Since they have become a cutting-edge business in more ways than one, there is a lot to deliver. Delivery is done in a short time, as long as conditions are favourable and the customers are willing to pay for the extra service. Customers have a choice of ordering their goods through Mike's fax-in, telephone or e-mail services.

With the reputation for efficient and dependable service the stores have developed a good clientele over time. They are sure that they will continue to reap good and lasting success.

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Answer ALL questions.

1. To celebrate the company's 40th anniversary, Mike intends to run an advertisement for a grand mid-year sale. In the space provided below, design an advertisement for Mike's Hardware Store.

(5 marks)

2. Identify ONE way in which EACH of the following departments contributes to Mike's Hardware Store.

Purchasing: _____

Accounting: _____

Advertising: _____

Sales: _____

Despatch: _____

(5 marks)

3. Dry goods as well as the manufacture and sale of furniture comprise Mike's business venture. List TWO possible types of dry stock and TWO types of furniture stock that would be on sale.

DRY STOCK	FURNITURE STOCK
1. _____	1. _____
2. _____	2. _____

(4 marks)

GO ON TO THE NEXT PAGE

4. Design a questionnaire for Mike's Hardware Store with FIVE questions to gather information from customers and prospective customers on the possibility of establishing a third store.

(7 marks)

5. (a) State THREE marketing strategies that could be put in place by Mike's Hardware Store to attract customers to purchase items at competitive prices.

(3 marks)

(b) "Customer Service" continues to be the focus of Mike's Hardware store.

Identify THREE ways in which Mike's Hardware stores can ensure customer satisfaction.

(3 marks)

6. Identify THREE safety measures that should be put in place by Mike's Hardware Store in the making of furniture.

(3 marks)

7. State THREE precautions that may be taken by employees at Mike's Hardware Store to ensure their safety at the workplace.

_____

_____

_____

(3 marks)

8. State THREE traditional duties that may have been performed at Mike's Hardware Store, but which are now done using advanced technology.

TRADITIONAL DUTIES PERFORMED	ADVANCED TECHNOLOGY NOW USED
1. _____	_____
2. _____	_____
3. _____	_____

(6 marks)

9. (a) Identify THREE personal skills/qualities that the staff should display at Mike's Hardware Store if they are to maintain efficient and dependable service.

_____

_____

_____

(3 marks)

(b) Identify THREE documents that would be used on a regular basis in the accounts department at Mike's Hardware Store.

_____

_____

_____

(3 marks)

10. Make FIVE recommendations to Mike's Hardware Store that are likely to ensure a low turnover of staff.

_____

_____

_____

_____

_____

(5 marks)

Total 50 marks

END OF TEST