



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 2 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Relationship Building in Business
Assessment Type	Global Examination
Date	<i>Sample</i>
Time	<i>Sample</i>

SAMPLE Examination Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) must be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a guide only to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

SECTION A - Multiple Choice Questions

**Answer these in your answer booklet – do NOT write on this Question Paper.
Write ONE (1) correct answer from A, B, C, or D for each question in your answer booklet.**

Each question is worth 1 mark.

Marks

Question 1

At what level are business relationships important?

1

- A** Operational
C Strategic

- B** Tactical
D At all levels

Mark scheme

d) At all levels

Question 2

Which of these traits could cause harm to a relationship?

1

- A** Trust
C Active listening

- B** Empathy
D Mixed messaging

Mark Scheme

d) Mixed messaging

Question 3

Which of these terms is featured in the Mendelow matrix?

1

- A** Importance
C Keep informed

- B** Influence
D Minimal contact

Mark Scheme

c) Keep informed

Question 4

Which stakeholder is the least important according to the Mendelow matrix?

1

- A** Key player
C Keep informed

- B** Minimal effort
D Keep satisfied

Mark Scheme

b) Minimal effort

Question 5

Which of these qualities is not featured in the work of Daniel Goleman on Emotional Intelligence?

1

- A** Social skills
- C** Empathy

- B** Self-motivation
- D** Decision making

Mark scheme

b) Self-motivation

Question 6

Which of these factors can contribute to the breakdown of a relationship?

1

- A** Dishonesty
- C** Openness

- B** Communication
- D** Collaboration

Mark scheme

a) Dishonesty

Question 7

Which of these body language signals should be seen negatively during a business meeting?

1

- A** Smile
- C** Shaking of head

- B** Nod
- D** Prolonged eye contact

Mark scheme

c) Shaking of head

Question 8

Which of these components is recognised as the largest contributor to communication?

1

- A** Non-verbal
- C** Vocal

- B** Visual
- D** Words only

Mark scheme

d) Words only

Question 9

Which of these stakeholders for an organisation would be classed as connected?

1

- A** General public
- C** Competitor

- B** Media
- D** Shareholder

Mark scheme

d) Shareholder

Question 10

A stakeholder who is involved in the day to day running of an organisation is usually classed as:

1

- A** Internal
- C** Connected

- B** External
- D** Primary

Mark scheme

a) Internal

Question 11

Which of the following words are **NOT** featured in the SMART acronym?

1

- A** Measurable
- C** Achievable

- B** Structured
- D** Realistic

Mark scheme

b) Structured

Question 12

Which of these examples is the best representation of a SMART objective?

1

- A** Increase sales by 10%

- B** Decrease costs by half for the next financial year

- C** Improve customer service for online sales

- D** Reduce the number of complaints by 50% in 2024

Mark scheme

d) Reduce the number of complaints by 50% in 2024

Question 13

Which ONE (1) of the following stakeholder's expectations would most likely be to achieve a good return on their investment? 1

- | | | | |
|----------|--------------|----------|----------|
| A | Staff member | B | Customer |
| C | Shareholder | D | Supplier |

Mark scheme
c) Shareholder

Question 14

Which of these elements is **NOT** featured in the communication process? 1

- | | | | |
|----------|----------|----------|---------|
| A | Audience | B | Sender |
| C | Receiver | D | Message |

Mark scheme
a) Audience

Question 15

Video conferencing is used for which type of communication method? 1

- | | | | |
|----------|-------------------|----------|-------------------------------------|
| A | Writing a letter | B | Composing an email |
| C | Holding a meeting | D | Conducting a telephone conversation |

Mark scheme
c) Holding a meeting

Question 16

What type of document is usually used to record the activities and actions agreed within a meeting? 1

- | | | | |
|----------|---------|----------|--------|
| A | Email | B | Report |
| C | Minutes | D | Agenda |

Mark scheme
c) Minutes

Question 17

You are delivering a presentation to staff about forthcoming changes at work and observing the audience's body language. 1

Which of these forms of body language of staff present should be the most alarming to you?

- | | | | |
|----------|--|----------|--|
| A | Nodding and smiling at presenter | B | Slouching in chair and distracted |
| C | Heckling and booing at certain information | D | Folded arms and making limited eye contact |

Mark scheme

c) Heckling and booing at certain information

Question 18

Which ONE (1) of these types of business communication is usually used to book an appointment with a customer? 1

- | | | | |
|----------|--------------|----------|----------------|
| A | Letter | B | Report |
| C | Presentation | D | Telephone call |

Mark scheme

d) Telephone call

Question 19

Which of the following forms of business communication is usually used to set out your recommendations of what a customer needs from your organisation? 1

- | | | | |
|----------|----------------|----------|-------------------|
| A | Report | B | Letter |
| C | Telephone call | D | Business proposal |

Mark scheme

b) Letter

Question 20

Which stakeholder is most likely to expect a fair day's work for a fair day's pay? **1**

A Customer
C Bank

B Competitor
D Staff

Mark scheme

D) Staff

Total 20 Marks

Questions continue on the next page

SECTION B Answer ALL questions

Marks

Question 21

The tutor has been called away to deal with an important internal matter and asks you to stand in for them and deliver a briefing to fellow students about their forthcoming assessment.

As you deliver the briefing to a class of students you look up to find some students nodding and smiling at the points you are making and other students joking and giggling between themselves. Some students seem distracted by friends signalling and shouting outside, others sat slouched in their chairs with their arms folded and one particular student has a red face, clenched fists and is staring for a prolonged time at you.

- a) Identify the THREE (3) elements of communication and recognise which ONE (1) has the most impact on conveying a message to an audience. **5**

Mark scheme

- **0 marks - No identification of elements of communication. No recognition of the most important element to impact on communication.**
- **1 mark - Limited identification of elements of communication. Limited recognition of the most important element to impact on communication.**
- **2-3 marks - Sufficient identification of elements of communication (1 mark). Sufficient recognition of the most important element (1 mark) and impact on communication (1 mark).**
- **4 marks - Detailed identification of elements of communication. Detailed recognition of the most important element to impact on communication.**
- **5 marks - Comprehensive identification of elements of communication. Thorough recognition of the most important element to impact on communication.**

- b) Describe the different types of body language displayed by the class and determine their respective meanings. **15**

Mark scheme

- **0-3 marks: Lacking analysis of body language in the class. Little to no determination of the meanings of body language.**
- **4-5 marks: Limited analysis of body language in the class. Limited determination of the meanings of body language.**
- **6-8 marks: Adequate analysis of body language in the class. Sufficient determination of the meanings of body language.**
- **9-10 marks: Detailed analysis of body language in the class. Good determination of the meanings of body language.**

- **11-15 marks: Thorough and detailed analysis of body language in the class. Very good determination of the meanings of body language**

c) Explain the benefits of reading body language in a briefing or meeting with students. **10**

Mark scheme

- **0-2 marks: Little to no explanation of the benefits of reading body language. Little or no reference to a briefing or meeting.**
- **3 marks: Limited explanation of the benefits of reading body language. Limited reference to a briefing or meeting.**
- **4-5 marks: Sufficient explanation of the benefits of reading body language. Adequate reference to a briefing or meeting.**
- **6 marks: Detailed explanation of the benefits of reading body language. Good reference to a briefing or meeting.**
- **7-10 marks: Comprehensive explanation of the benefits of reading body language. Very good reference to a briefing or meeting.**

Total 30 Marks

End of paper

Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1 – 20	1, 2, 3, 4, 5, 6, 7	Yes
21	5, 6	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Demonstrate an understanding of the importance of relationship building in business	Demonstrate adequate understanding of tools and techniques	Demonstrate robust understanding of tools and techniques	Demonstrate highly comprehensive understanding of tools and techniques
Demonstrate an understanding of different stakeholders' expectations	Show adequate development	Show sound and appropriate development	Show innovative and highly appropriate development
Demonstrate an understanding of stakeholder relationships and manage expectations	Demonstrate adequate and appropriate application of tools and techniques	Demonstrate sound and consistently appropriate application of tools and techniques	Demonstrate detailed and highly appropriate application of tools and techniques
Understand different relationship types that can be used with stakeholders	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Determine the different types of communication that can be used with stakeholders to build relationships	Demonstrate ability to perform the task	Demonstrate ability to perform the task consistently well	Demonstrate ability to perform the task to the highest standard
Demonstrate an understanding of the importance of body language when developing relationships	Demonstrate ability to perform the task	Demonstrate ability to perform the task consistently well	Demonstrate ability to perform the task to the highest standard
Understand how to adapt to different situations to build strong relationships with stakeholders	Demonstrate ability to perform the task	Demonstrate ability to perform the task consistently well	Demonstrate ability to perform the task to the highest standard