



General Certificate of Education

Applied Business 8611/8613

BS04 Meeting Customer Needs

Mark Scheme

2007 examination - June series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

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	Assessment Objectives
	The Assessment Objectives represent those qualities which can be demonstrated in candidates' work and which can be measured for the purposes of assessment.
AO1 Knowledge, skills and understanding	Candidates demonstrate knowledge and understanding of the specified content and relevant business skills.
AO2 Application of knowledge, skills and understanding	Candidates apply knowledge and understanding of the specified content and relevant business skills.
AO3 Research and analysis	Candidates use appropriate methods in order to obtain and select information from a range of sources to analyse business problems.
AO4 Evaluation	Candidates evaluate evidence to reach reasoned judgements.
Quality of Written Communication	<p>The quality of written communication is assessed in all assessment units where candidates are required to produce extended written material. Candidates will be assessed according to their ability to:</p> <ul style="list-style-type: none"> • select and use a form and style of writing appropriate to purpose and complex subject matter • organise relevant information clearly and coherently, using specialist vocabulary when appropriate • ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear. <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

1

Total for this question: 18 marks

(a) *Bannatyne's Health Clubs produces a brochure for existing and potential members. Using **Item A**, describe **two** items of information that the business might include in this brochure to meet customer needs.* (4 marks)

For each part: one mark for identifying an item of information and one mark for development.

Possible answers might include the following:

- membership options (1 mark) – to identify which one is the most appropriate (1 mark)
 - eg joint peak and off peak (1 mark)
- facilities available (1 mark) – will it meet the customers expectations (1 mark)
 - eg pool, sports shop, health and beauty (1 mark)
- class options (1 mark) – does it offer something you will be interested in at a time that suits (1 mark) (1 mark)
 - eg class times
- location (1 mark) – is there a Health Club nearby (1 mark)
 - eg a map of the health club (1 mark).

(b) *Explain why it is important to provide detailed information in the brochure.* (6 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses Item A to explain why it is important to provide detailed information in the brochure.	5–6	AO2
2	Explains why it is important to provide detailed information.	3–4	AO1
1	States why it is important to provide detailed information.	1–2	

Possible answers might include the following:

- provide customers with all the details, eg fees
- enable customer to make informed choices
- provides record of class times etc for future reference
- good candidates may identify complex or high involvement nature of the product
 - complex
 - different access to facilities
 - range of membership fees
 - commitment to a monthly payment
 - range of facilities at this gym and competitors
 - high involvement
 - personal objectives of membership
 - desire for ongoing support
 - maintaining value for money.

(c) Using **Item A**, explain how *Bannatyne's Health Clubs* meets the differing needs of its customers. (8 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses Item A to explain how <i>Bannatyne's Health Clubs</i> meets the differing needs of customers.	5–8	AO2
2	Uses Item A to partially explain how <i>Bannatyne's Health Clubs</i> could meet the differing needs of customers.	3–4	
1	Describes how a business could meet the differing needs of customers.	1–2	AO1

Possible answers might include the following:

- personal trainer to motivate and work with individual customers
- general support on gym floor
- individual fitness programmes
- induction
- a customer who is new to the gym and wants to lose weight might need a personal trainer to help keep them motivated and offer advice. However, someone who has visited the gym for a long time to build muscle would not want this service. They may just want up-to-date equipment.

2

Total for this question: 20 marks

(a) Using **Figure 1**, briefly describe **one** predicted change to the UK population. (2 marks)

1 + 1

1 mark for identifying a predicted change.

1 mark for qualifying the change.

Possible answers might include the following:

- more males and females in the 65–84 age group (1 mark), eg one million more females (1 mark)
- less people under the age of 24 (1 mark), eg a fall of one million (1 mark)
- 25–44 age group no longer as dominant (1 mark), as 45–64 age group is now similar (1 mark).

(b) Explain what additional information might be of benefit to Bannatyne’s Health Clubs in meeting future customer needs. (8 marks)

Level	Descriptor	Marks	Assessment Objective
4	Analyses how the information would help <i>Bannatyne’s Health Clubs</i> meet customer needs.	7–8	AO3
3	Explains why the information would help <i>Bannatyne’s Health Clubs</i> meet customer needs.	5–6	AO2
2	Describes one or more items of information or potential sources.	3–4	AO1
1	States one or more items of information or potential sources.	1–2	

Possible answers may be based around:

- health reports on future fitness levels of the population
- predicted standards of living
- proposed or possible changes to retirement age, pensions etc
- competitors’ plans
- demographic changes by geographical location
- customers’ expectations and preferences
- customer feedback.

(c) Discuss to what extent the predicted population change is significant to the future activities of Bannatyne's Health Clubs. (10 marks)

Level	Descriptor	Marks	Assessment Objective
3	Analyses how the predicted changes might affect <i>Bannatyne's Health Clubs</i> .	3–5	AO3
2	Explains how the predicted changes might affect <i>Bannatyne's Health Clubs</i> .	2	AO2
1	States how the predicted changes might affect a business.	1	AO1

Any suitable aspects of *Bannatyne's Health Clubs*' provision to customers:

- might need to change facilities or classes offered to reflect changes, eg more females 25–44 increase number of aerobic classes
- more men and women aged 25+ expand facilities, increase size of changing rooms
- more men 65+ offer discounted membership to pensioners.

However, *Bannatyne's Health Clubs* might not see the ageing population as its target market and concentrate on the 25–44 age group, therefore little significance.

For AO4, you should award marks using the grid below.

Note: AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Candidate offers judgement plus full justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
1	Candidate offers judgement and an attempt at justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are some errors in accepted conventions of written communication.	1–2	

3**Total for this question: 22 marks**

(a) *Using Item C, explain the core and actual aspects of the Aire Zoom Moire +iD Trainer Shoe.* (6 marks)

Apply the marking grid below to each answer – core and actual.

Level	Descriptor	Marks	Assessment Objective
2	Uses Item C to explain/describe one core (actual) aspect of the Aire Zoom Moire +iD Trainer Shoe.	2–3	AO2
1	States or defines core (actual) aspects.	1	AO1

Possible answers might include the following:

Core:

- suitable for road running
- comfortable
- light weight.

Actual:

- *Nike* brand name
- sensor which provides feedback on speed, distance and calories burned
- design own trainer, choice of colours etc.

(b) *Using Item C, analyse how Nike could use the information gained from its website to improve its existing product range.* (6 marks)

Level	Descriptor	Marks	Assessment Objective
3	Analyses how <i>Nike</i> could use the information from the website to help improve the existing product range.	5–6	AO3
2	Explains how <i>Nike</i> could use the information from the website to help improve the existing product range.	3–4	AO2
1	Describes how information from a website could be used to help improve a product range.	1–2	AO1

Possible answers might include the following:

- most popular colour combinations introduce to an existing range
- if different shoe sizes for right and left is common make an option on all ranges
- correlation between size and lace colour chosen, is there a pattern to reflect in other ranges?

(c) *Nike's mission statement is, "To provide a competitive edge to help athletes to perform better."*

Discuss how investment in research and development might help Nike to achieve its mission statement. (10 marks)

Level	Descriptor	Marks	Assessment Objective
3	Analyses how investment in research and development might help <i>Nike</i> to achieve its mission statement.	3–5	AO3
2	Explains how investment in research and development might help <i>Nike</i> to achieve its mission statement.	2	AO2
1	Describes how investment in research and development might help a business to achieve its mission statement or a definition of research and development.	1	AO1

Possible answers might include the following:

- find new materials to improve performance and appearance
- new sole technology to enhance performance
- better production techniques enabling more competitive pricing
- testing on athletes to measure impact on muscles, joints etc.

For AO4, you should award marks using the grid below.

Note: AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

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2	Candidate offers judgement plus full justification. Ideas are communicated using a logical structure, with some appropriate use of technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
1	Candidate offers judgement and an attempt at justification. Ideas are communicated with some structure evident with occasional use of technical terms. There are some errors in accepted conventions of written communication.	1–2	