



General Certificate of Education

Applied Business 8611/8613

BS04 Meeting Customer Needs

Report on the Examination

2007 examination - June series

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General Comments

This summer's paper was based around the fitness industry, in particular, Bannatyne's Health Clubs and Nike trainers. Both contexts were accessible to candidates who were generally able to apply their knowledge to the scenarios presented. Candidates were, however, less confident when dealing with the graphical data presented in Item B. The majority of candidates were able to attempt all questions and allocated their time appropriately to produce longer and more detailed answers to the two evaluative questions (2(c) and 3(c)).

Question One

- (a) This question was answered well by the majority of candidates who were able to identify two different items of information and support these with either an example or a development point. Where candidates did not score full marks it tended to be because their development point added no further insight, ie price so you know how much it is.
- (b) Candidates were able to explain why customers benefited from having detailed information provided for them. Candidates accessing top marks were able to place this firmly in the context of Bannatyne's Health Clubs and used Item A to explain the complexity or level of involvement associated with gym membership.
- (c) This question allowed candidates to access the full range of marks. Many candidates chose to answer this question with the use of segmentation theory which provided a valuable tool for explaining how the needs of different customers were met by Bannatyne's Health Clubs.

Question Two

- (a) The majority of candidates were able to identify a change from Figure one. Where candidates were not able to answer this question accurately it tended to be because they misunderstood the nature of the data, thinking it showed gym membership rather than the UK population.
- (b) This question was answered relatively well by those who read the question carefully. Unfortunately, some candidates ignored the word 'additional' and only wrote about how Bannatyne's Health Clubs could use the information given in Item B rather than 'additional' information. Where candidates did identify 'additional' information they were able to access the full range of marks.
- (c) Many candidates were able to draw a link between the activities of Bannatyne's Health Clubs and the changing population structure. A popular approach was to suggest why Bannatyne's Health Clubs may wish to offer more classes aimed at the older population. Candidates accessing top marks were able to consider the relative importance of the data and weigh up whether or not it would have a serious implication to the future of Bannatyne's Health Clubs. Centres should encourage candidates to consider both sides of the argument before reaching a conclusion. Those candidates who scored highly on this question developed a good line of argument rather than introducing lots of ideas.

Question Three

- (a) Candidates who had prepared well for the examination were able to demonstrate their knowledge of the terms 'core' and 'actual' and accurately identify which aspects of the Nike Aire Zoom Moire +iD Trainer fitted into which aspect. Where candidates were less comfortable with the terminology they tended to include aspects such as the sensor and lightweight as examples of both the core and actual aspects. Some candidates chose to give examples from contexts presumably studied in lessons rather than using Item C.
- (b) Many candidates were able to present a logical chain of argument for this question analysing how Nike could reach conclusions about trends and preferences which they could then use to inform future designs. Where candidates performed less well they tended to focus on how Nike could use the website to collect additional information rather than how they could use information already available.
- (c) Many candidates were clearly familiar with the concept of research and development (R&D) and the stages involved in it but, unfortunately, chose to use this to produce a purely theoretical answer. Candidates must be able to apply their theoretical knowledge to the context of the question. Some candidates also took R&D to be market research, again, limiting their ability to fully answer the question. Those candidates who performed well were able to draw a link between the process of R&D and Nike's mission statement.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results statistics](#) page of the AQA Website.