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General Certificate of Education  
 January 2009  
 Advanced Subsidiary Examination



**APPLIED BUSINESS**  
**Unit 4 Meeting Customer Needs**

**BS04**

Tuesday 13 January 2009 1.30 pm to 2.30 pm

<b>You will need no other materials.</b>
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Time allowed: 1 hour

**Instructions**

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.

**Information**

- The maximum mark for this paper is 60.
- The marks for questions are shown in brackets.
- Questions 2(b) and 3(d) should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.

For Examiner's Use			
Question	Mark	Question	Mark
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J A N 0 9 B S 0 4 0 1

Answer **all** questions in the spaces provided.

1 Read **Item A** and then answer the questions that follow.

**Item A**  
**The Arcadia Group**

The *Arcadia Group* is the largest UK clothing retailer, reaching customers through seven high street retailers, each selling a different brand. These are Burton, Dorothy Perkins, Evans, Miss Selfridge, Topshop, Topman and Wallis. The *Arcadia Group* is proud of the fact that there is hardly a high street or a shopping centre in the UK where customers cannot find at least one of its retailers.

Each retailer has a brand that targets a distinct customer segment. Details of four of the brands are shown in **Table 1** below.

Brand	Product	Features
Topshop/Topman	Teens to fashion conscious 40 year old men and women.	Offers trend fashion featuring new designers and cutting-edge styles from the catwalks. Aims at the fashion conscious but at affordable prices.
Burton	Menswear aimed at 25–35 year old men.	A wide range of essential basics and affordable suits. Aims at the fashion aware rather than the fashion leader.
Dorothy Perkins	Ladies' fashion aimed at 25–45 year old women.	Offers sizes small to large and includes tall, petite and maternity. Average customer is in her thirties with little time for herself due to work and family commitments.
Evans	Ladies' fashion aimed at 20–45 year old women.	Offers clothes in larger sizes designed to flatter the fuller figure. Stores are set out with areas of co-ordinated items to show how to put a look together.

'Outfit' is the *Arcadia Group*'s out-of-town store. It brings together the seven high street retailers all under one roof. Some stores also feature Ben Sherman, Warehouse and Quicksilver ranges. Its 32 UK stores aim to provide high street choice with easy, out-of-town access and free car parking.



**1 (a)** Describe **two** needs that a customer may have when purchasing clothes from a high street store.

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**Question 1 continues on the next page**

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1 (b) Explain **two** possible advantages of the out-of-town stores, 'Outfit', to customers of the *Arcadia Group*.

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**1** (c) Using **Item A**, analyse how the *Arcadia Group* attempts to meet the needs of different customer segments.

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2 Read **Item B** and then answer the questions that follow.

### **Item B**

#### **Next – One brand with three ways to shop**

*Next* retails co-ordinated collections of stylish clothes, shoes and accessories for men, women and children, as well as collections of furnishings for the home. *Next* offers consistency of style, quality and value for money with a contemporary fashion-edge.

*Next*'s customers can shop in three ways: in-store, via the *Next Directory* (a mail order catalogue), or online.

#### **Next Retail – In-store shopping**

There are over 480 stores in the UK and Eire which include high street stores and, over the past few years, larger out-of-town stores. *Next* stores offer a modern and bright shopping environment with mirrors and seats, well-trained staff, spacious changing facilities, testers for cosmetics and checkouts on all floors.

#### **Next Directory – Catalogue shopping**

*Next Directory* is a mail-order catalogue with over 1200 pages. It offers extensive collections for men, women, children and the home. All *Next Directory* customers have an account to which all purchases are charged 10 days after postage of the goods. *Next Directory* continues to improve customer service by introducing new initiatives such as next day delivery as standard for orders placed before 5 pm. There is no additional charge for this service above the standard rate of £3.95 delivery charge. Customers may collect goods or return unwanted goods at any of the stores nationwide should this be more convenient.

#### **Next – Online shopping**

*Next* online shopping was introduced in 1999. The *Next Directory* catalogue is available online for Internet shopping. The website offers additional features such as quick-searches, enlarged images and special offers. Customers can also receive the *Next Directory* in hard copy and browse through it before going online to place an order. As well as ordering online, customers are also able to check their accounts and to make payments. Online customers receive the same benefits as *Next Directory* customers in relation to next day delivery and options on collecting and returning goods.

Source: adapted from [www.nextplc.co.uk](http://www.nextplc.co.uk)



2 (a) Using **Item B**, explain how **two** features of *Next*'s customer service help to meet the needs of its customers.

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**2** (b) Discuss whether the use of online shopping can help *Next* to meet a range of customer needs both during and after sales.

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**Turn over for the next question**

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**3** Read **Item C** and then answer the questions that follow.

**Item C** is not reproduced here due to third-party copyright constraints.



3 (a) Explain **one** advantage to Sue of using personal interviews as a method of market research.

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3 (b) Using **Item C**, explain how Sue has used her market research findings to help develop *Jacks of London*.

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3 (c) Using **Item C**, analyse how Sue uses ICT to maintain good customer relations.

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**END OF QUESTIONS**



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