



General Certificate of Education

Applied Business 8611/8613

BS04 Meeting Customer Needs

Mark Scheme

2009 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.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this Mark Scheme are available to download from the AQA Website: www.aqa.org.uk

Copyright © 2009 AQA and its licensors. All rights reserved.

COPYRIGHT

AQA retains the copyright on all its publications. However, registered centres for AQA are permitted to copy material from this booklet for their own internal use, with the following important exception: AQA cannot give permission to centres to photocopy any material that is acknowledged to a third party even for internal use within the centre.

Set and published by the Assessment and Qualifications Alliance.

	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: 16 marks

(a) *Using **Item A**, describe **two** ways that a Tourist Information Centre (TIC) could meet the needs of a tourist.* (4 marks)

For each part: one mark for identifying a need and one mark for development.

Possible answers might include the following:

- accurate information (1 mark) about hotel prices and vacancies (1 mark)
- knowledgeable staff (1 mark) about the local area and events (1 mark)
- effective response to enquiry (1 mark), eg booking a visit to a local attraction (1 mark)
- friendly staff (1 mark) who make the visitor to the area feel welcome (1 mark)
- value for money (1 mark) when buying souvenirs (1 mark).

(b) *Using **Item A**, explain **two** benefits to Sunborough Council's TIC of using a customer feedback questionnaire rather than other methods of collecting tourists' opinions.* (4 marks)

Level	Descriptor	Marks	Assessment Objective
2	Explains how a customer feedback questionnaire can help the TIC research customers' opinions.	3–4	AO2
1	Identifies a benefit of using customer feedback questionnaire.	1–2	AO1

Possible answers might include the following:

A customer satisfaction survey will be quick and easy to fill in by customers whilst they are in the TIC about their experience there and then. Because the customers are likely to be on holiday they will not want to spend a long time on a different form of feedback such as an interview.

Customers will only be visiting the area and, therefore, it is appropriate to get their opinions there and then, not a period of time after their visit.

The survey is short with a rating system so quick and easy to complete encouraging more customers to give their opinions.

(c) Using **Figure 1**, analyse how the completed customer feedback questionnaire could help Sunborough Council's TIC to improve the way that it meets tourists' needs. (8 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses Figure 1 to explain how the TIC could use the results from the questionnaire to improve the way it meets tourists' needs.	7–8	AO3
2	Uses Figure 1 to explain how the TIC could use the results from the questionnaire.	4–6	AO2
1	Identifies how feedback from customer questionnaires can be used.	1–3	AO1

Possible answers might include the following:

- if, from the feedback, Sunborough Council TIC found that a lot of visitors had children under the age of 15, then they could provide specialist information of what to do in Sunborough with children. It might tell you which attractions they would like, which restaurants are child friendly and where family offers are available
- they could identify which aspect of their service is weakest, eg knowledge of staff and target to improve this by implementing training schemes
- they could enter the results into a database and use this to identify customer needs and meet them.

2

Total for this question: 22 marks

(a)	<i>Using Item B explain the benefits to ETB of providing a website .</i>	<i>(4 marks)</i>
-----	---	------------------

Level	Descriptor	Marks	Assessment Objective
3	Uses Item B to explain the benefit(s) to ETB of providing a website.	4	AO2
2	Uses Item B to explain the benefit(s) of providing a website.	3	
1	Describes the benefit(s) of a website.	1–2	AO1

Possible answers might include the following:

- potential customers can research into Eastshire before their visit to plan their trip in advance, therefore increasing the number of visitors
- ETB can advertise the attractions to encourage more people to visit the region.

(b)	<i>Analyse how the information contained in Item B, Figure 2 could help ETB to provide appropriate information for tourists on its website.</i>	<i>(8 marks)</i>
-----	--	------------------

Level	Descriptor	Marks	Assessment Objective
3	Uses Item B, Figure 2 to explain how the information could help ETB to provide appropriate information on its website.	6–8	AO3
2	Uses Item B, Figure 2 to explain how the information could help ETB to provide appropriate information.	3–5	AO2
1	Shows some understanding of segmentation or information on a website.	1–2	AO1

Possible answers might include the following:

- could recognise importance to some customers of price and provide a rating system for restaurants, eg expensive, cheap
- provide information on walks in the area with maps to print off for free to meet the needs of Functionals.

(c) *How might hotels in Eastshire develop their products? Use **Item B** to justify your answer. (10 marks)*

Level	Descriptor	Marks	Assessment Objective
3	Uses Item B to analyse how hotels in Eastshire might develop their products.	4–5	AO3
2	Uses Item B to explain how hotels in Eastshire might develop their products.	3	AO2
1	Describes how hotels in Eastshire might develop their products.	1–2	AO1

Possible answers might include the following:

Arguments for:

- a hotel that was reasonable priced and working to attract Functionals could offer guests free use of bicycles throughout their stay. This would match the lifestyle of this segment and make the accommodation seem better value for money which is important because they resist spending
- a hotel could offer an upgrade package at an extra cost to attract Cosmopolitans who will pay for additional services. This could be a luxury room with a four poster bed and champagne and chocolates on arrival. Or a private pick up and drop off from the train station if travelling by train. This would make the hotel seem to care for customers and want to make their stay special.

In addition (and separately) award marks for evaluation 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
E2	Uses Item B to justify the recommended action(s). 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
E1	Justifies the recommended action(s). Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	1–2	

3

Total for this question: 22 marks

(a) <i>Using Item C, explain how customer service might have contributed to the initial success of Simon's and Natasha's business.</i> (5 marks)

Level	Descriptor	Marks	Assessment Objective
2	Uses Item C to explain how customer service might have contributed to the success of the business.	3–5	AO2
1	Identifies an aspect of customer service.	1–2	AO1

Possible answers might include the following:

- Natasha can provide good customer service by being polite and friendly when she greets her customers. This could lead to good word-of-mouth and future bookings
- by showing guests where everything is in the cottages, she is helping them with the layout of the premises so they can find what they need quickly and easily, helping them experience the accommodation in a convenient way.

(b) <i>Using Item C, analyse how the development of the remaining barn could help to improve the future success of Simon's and Natasha's business.</i> (7 marks)

Level	Descriptor	Marks	Assessment Objective
3	Analyses Item C when explaining how the barn could help to improve the future success of Simon and Natasha's business.	5–7	AO3
2	Uses Item C to explain how the development of the barn could increase sales.	3–4	AO2
1	Demonstrates understanding of product development.	1–2	AO1

Possible answers might include the following:

- by improving the facilities provided at the cottages more families may be willing to return year-on-year. This is because they would have things to do, that will not keep costing them extra money and hence the holiday cottages will seem better value for money
- customers had complained to Simon that it was expensive to keep children entertained on wet days. By building a family room they would have responded to feedback from their customers and could inform them of improvements made to show they were listened to and encourage them to book again.

- (c) *Simon and Natasha need to carry out some detailed research before deciding on how they should develop the remaining barn.*
- Identify the customer data that should be collected and the most suitable methods of collection. Use **Item C** to justify your answer. (10 marks)*

Level	Descriptor	Marks	Assessment Objective
3	Uses Item C to analyse the purpose and practicality of customer data that should be collected and / or how it might be collected.	4–5	AO3
2	Uses Item C to explain the type(s) of customer data that should be collected and / or how it might be collected.	2–3	AO2
1	Demonstrates an understanding of customer research.	1	AO1

Possible answers might include the following:

- a questionnaire could be sent to families who had visited before to identify number and age of children and also the interests of the children. For example, would they be attracted by a pool and football table?
- they could talk to children at a local community centre to ask what they look for in a holiday and what facilities they would want to find in a family room. This could be done in the form of a focus group with children of different ages.

In addition (and separately) award marks for evaluation 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
E2	Uses Item C to justify the recommended data or method. 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
E1	Justifies the recommended data or method. 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	