

Surname					Other Names				
Centre Number					Candidate Number				
Candidate Signature									

For Examiner's Use

General Certificate of Education
 June 2009
 Advanced Subsidiary Examination



APPLIED BUSINESS
Unit 4 Meeting Customer Needs

BS04

Monday 18 May 2009 9.00 am to 10.00 am

You will need no other materials.
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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(c) and 3(c) 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
1		3	
2			
Total (Column 1)		→	
Total (Column 2)		→	
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Examiner's Initials			



J U 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

Tourism Information Centre aims for top marks

Tourist Information Centres (TICs) are normally staffed by local people who provide visitors with information on accommodation, attractions, events and eating out in the local area. They also provide additional services, including booking accommodation and visits to local attractions, as well as selling maps, postcards and souvenirs.

Sunborough Council's TIC aims to continually improve the way that it meets customer needs. During the peak summer season, visitors to Sunborough Council's TIC are asked to complete a short customer feedback questionnaire about the services they had just received (see **Figure 1**). Data from the completed questionnaires are entered onto a computer database.

Figure 1: Sunborough Council's TIC's Customer Feedback Questionnaire

Please would you complete this questionnaire by circling one option for each of the following questions.						
Please hand your completed questionnaire to a member of staff.						
Ages of those in your group (Circle all that apply)	15 and under	16–24	25–44	45–54	55–64	Over 65
Where do you live?	Sunborough area	Elsewhere in the region	UK resident, outside of the region	Overseas		
Why are you visiting Sunborough?	Day visit for leisure, eg shopping	On holiday	On business	Other reason		
Please rate your opinion on the following aspects of Sunborough Council's TIC.						
Suitability of information	Excellent	Good	Satisfactory	Poor		
Knowledge of staff	Excellent	Good	Satisfactory	Poor		
Speed of service	Excellent	Good	Satisfactory	Poor		
Friendliness of staff	Excellent	Good	Satisfactory	Poor		



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

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(2 marks)

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1 (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.

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1 (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.

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ANSWER IN THE SPACES PROVIDED**

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

Item B

Eastshire Tourist Board

The region of Eastshire offers a number of tourist attractions and includes the seaside town of Sunborough. Eastshire Tourist Board (ETB) has a website that provides information to tourists. This website allows tourists to search for suitable destinations, accommodation and attractions.

ETB also offers support and advice to businesses in the region's tourism industry, eg hotels and businesses offering leisure activities. One way in which ETB assists them is to provide information on customer segmentation. This segmentation is a nationally recognised system which divides tourists into eight segments. These segments represent a range of customer characteristics, such as income, age and lifestyle.

A survey conducted by ETB, identified the top three customer segments visiting Eastshire for a holiday (see **Figure 2**).

Figure 2: Segmentation of tourists visiting Eastshire

Figure 2 is not reproduced here due to third-party copyright constraints.

Source: adapted from *Segmenting Customers for Destination Marketing*, www.cimnorth.co.uk



2 (a) Using **Item B**, explain the benefits to **ETB** of providing a website.

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Question 2 continues on the next page

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2 (b) Analyse how the information contained in **Item B, Figure 2** could help ETB to provide appropriate information for tourists on its website.

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

Item C

Addressing a fall in booking numbers

Five years ago, Simon and Natasha converted the outbuildings on their West Country farm into a group of luxury, family holiday cottages. Natasha prides herself on the service she provides to her customers. She always greets them personally, provides up-to-date information about the local area and ensures the kitchen is stocked with a few basic supplies to make the holidaymakers feel at home. She also shows them around their cottage so they can easily find utensils in the kitchen, spare linen and towels and how to operate the heating, and TV.

In the first four years, it had proved a popular option for holidaymakers and bookings had been steadily increasing, with a number of families returning the following year. This year, however, bookings are down by 20% and Simon thinks that this is due to the poor British weather. He remembers feedback from a number of parents who had complained about how expensive it became when you had constantly to pay to keep children entertained on rainy days.

Simon and Natasha had left one barn undeveloped. Natasha thinks that now is the time to consider turning this building into a family entertainment room with board games, pool table, table football, TV and computers. She wants to provide a space where the families can go to spend time and enjoy themselves at no extra cost. Simon agrees that the barn should be developed but believes that an indoor swimming pool might be more attractive to families.

3 (a) Using **Item C**, explain how customer service might have contributed to the initial success of Simon’s and Natasha’s business.

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(5 marks)



