



**General Certificate of Education**

**Applied Business 8611/8613**

**BS04 Meeting Customer Needs**

**Mark Scheme**

*2010 examination - January 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.

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	<b>Assessment Objectives</b>
	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.
<b>Quality of Written Communication</b>	<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"> <li>• select and use a form and style of writing appropriate to purpose and complex subject matter</li> <li>• organise relevant information clearly and coherently, using specialist vocabulary when appropriate</li> <li>• ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear.</li> </ul> <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

1

**Total for this question: 17 marks**

**1 (a)** Using **Item A**, explain **one** way *Pret a Manger* has filled the gap in the market identified by *Sinclair and Julian*. (2 marks)

1 mark for stating action and 1 mark for explaining how this filled the gap in the market, eg by offering fresh sandwiches (1 mark) which were not being offered by competitors (1 mark).

**1 (b)** Using **Item A**, explain the benefits to *Pret a Manger* of providing information on all its products on a nutritional leaflet. (6 marks)

Level	Descriptor	Marks	Assessment Objective
2	Uses <b>Item A</b> to explain benefit(s) to <i>Pret a Manger</i> of providing product information.	6–5	AO2
2	Uses <b>Item A</b> to explain benefit(s) of providing product information.	4–3	
1	Demonstrates understanding of why any business needs to provide information for its customers.	2–1	AO1

**Relevant answers might include the following:**

- product sold on the basis of being fresh/healthy, so important to demonstrate this
- high quality product so important to communicate range of ingredients
- promotional technique that could be used by *Pret a Manger* to communicate unique features/benefits of the product.

**1 (c)** *In your opinion, is it more important for Pret a Manger to develop its products or its services? Use **Item A** to justify your answer.* (9 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item A</b> to explain the benefits of developing products <b>or</b> services.	6–5	AO3
2	Uses <b>Item A</b> to describe ways <i>Pret a Manger</i> could develop its products <b>or</b> services.	4–3	AO2
1	Demonstrates understanding of product or service development in general.	2–1	AO1

**Relevant answers might include the following:**

#### Product development

- business success initially founded on product development, ie fresh/healthy/varied sandwiches
- item indicates that *Pret a Manger* has continued to develop its products, eg for children and vegetarians. Possibly how it has maintained its competitiveness.

#### Services

- a way in which *Pret a Manger* can continue to meet customer needs and possibly an important aspect of the overall product
- item indicates features of service, ie delivery, payment methods and in-store facilities such as wi-fi
- continues to look for ways to improve services, so must be important.

#### Overall

- product has to be key – it is what defines the business
- however, cannot ignore service development as *how* customers purchase the product will impact on customer satisfaction.

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	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	AO4 and Quality of written communication
E1	Candidate offers judgement plus limited justification. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–1	

2

Total for this question: 20 marks

2 (a) Using **Item B**, explain how *Pret a Manger* uses ICT to collect data on its customers. (3 marks)

1 mark - some understanding of how ICT can be used.

1 mark - use in collecting data generally.

1 mark - how *Pret a Manger* uses ICT to collect data.

Relevant answers might include the following:

- through the use of the Pret Card or Barclaycard One Pulse recording purchase transactions, eg time/quantity etc.
- through emails/website which could collect data on customer opinions.

2 (b) Using **Item B**, explain how *Pret a Manger* might use the customer data that it has collected. (8 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item B</b> to explain the action(s) <i>Pret a Manger</i> could take based on the information.	8–7	AO3
2	Uses <b>Item B</b> to outline information <i>Pret a Manger</i> could identify from collected data.	6–5	AO2
1	Demonstrates understanding of how business can use customer data.	4–1	AO1

Relevant answers might include the following:

- a benefit to *Pret a Manger* of using ICT to collect customer data is that more customers will be encouraged to submit their details because it is so easy. *Pret a Manger* will therefore have more customers providing their postal address and emails which can then be used to send out letters on an occasional basis allowing *Pret a Manger* to keep in touch with its customers/provide special offers
- transaction data could help *Pret a Manger* to identify popular/less popular stores/times and, perhaps, product ranges which could then allow it to review operations
- data collected through emails/website could be collated/summarised and used to inform decisions on product/service developments
- if customers use the website to complain then *Pret a Manger* could respond to the customer to tell them what they are going to do about their complaint. They could also pass this on to the individual store so that the store can try and improve its performance so that if that customer visits again they will see an improvement and be happier.

**2 (c)** *Why is it important for Pret a Manger to encourage feedback from its customers? Use **Item B** to justify your answer.* (9 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item B</b> to explain how <i>Pret a Manger</i> could use the information and/or feedback gained.	6–5	AO3
2	Explains a possible use of the information or feedback gained by <i>Pret a Manger</i> .	4–3	AO2
1	Describes information or feedback collected by businesses.	2–1	AO1

**Relevant answers might include the following:**

- giving customers the ability to give feedback to a person on the end of the phone will make the customer feel listened to and the customer service team can tell them there and then how they will respond to their complaints. This will make the customer feel valued and more likely to revisit *Pret a Manger* hence improving customer relations
- website covers key customer concerns but also ways in which customers are happy with *Pret a Manger*
- overall, if *Pret a Manger* is to continue to meet customer needs then it must listen to its customers.

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	Candidate offers judgement plus justification in context. 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	AO4 and Quality of written communication
E1	Candidate offers judgement plus limited justification. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–1	

3

Total for this question: 23 marks

3 (a) Using **Figure 1**, explain why *Pret a Manger* want employees to be 'Pret Perfect'. (5 marks)

Level	Descriptor	Marks	Assessment Objective
2	Explains benefit(s) to <i>Pret a Manger</i> of employees being 'Pret Perfect'.	5–3	AO2
1	Describes aspects of 'Pret Perfect' employee or generic benefit(s) of motivated employees.	2–1	AO1

**Figure 1** identifies the following aspects of being 'Pret Perfect'.

- goes out of their way to be helpful
- anticipates others' needs
- always does their best
- is charming to people.

This could help to achieve: customer loyalty; increased sales; informal marketing; meeting range of customer needs. Other benefits could apply.

**Relevant answers might include the following:**

- 'Pret Perfect' employee will anticipate customer needs and 'goes out of their way' to help customers
- motivated and 'willing' staff more likely to contribute to *Pret a Manger* meeting customer needs.

3 (b) Using **Item C**, analyse how *Pret a Manger* encourages its employees to be 'Pret Perfect'. (8 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item C</b> to explain how <i>Pret a Manger's</i> methods of recruitment/rewards encourage its employees to be 'Pret Perfect'.	8–7	AO3
2	Uses <b>Item C</b> to explain general benefit(s) of <i>Pret a Manger's</i> methods of recruitment and/or rewards.	6–4	AO2
1	Describes features of <i>Pret a Manger's</i> recruitment and/or reward methods.	3–1	AO1

**Relevant answers might include the following:**

- only hire 1 in 7 applicants and have to gain approval of current staff, ie recruited staff fit the culture of *Pret a Manger*, eg 'go out of their way'
- staff are awarded with a silver star if a customer gives good feedback, this will encourage staff to try extra hard to provide a good service to customers. They will believe it is important to provide a good service and, therefore, are more likely to be polite and helpful
- *Pret a Manger* invests money in training its staff. They will, therefore, have more knowledge and better skills. This will help them provide customers with a better service as they will be able to answer and questions and also be trained in how to be polite and deal with customers.



**3 (c)** *To what extent do you agree with Pret a Manger that, "... when employees care, the business is successful, but if the employees stop caring, the business will fail"? Justify your answer. (10 marks)*

Level	Descriptor	Marks	Assessment Objective
3	Uses <b>Item C</b> to analyse the relationship between employees and business success.	6–5	AO3
2	Uses <b>Item C</b> to explain the role of employees in meeting customer needs.	4–3	AO2
1	Demonstrates understanding of how employees help a business to meet customer needs.	2–1	AO1

**Relevant answers might include the following:**

- if in a hurry and just want to buy a sandwich, customers will be more interested in choice and value for money and speed of service. Will not necessarily want staff to be overly friendly or chatty as want a quick service
- *Pret a Manger* provides a high quality product with fresh ingredients and a range of options including imaginative vegetarian sandwiches. This is more important than the quality of service from staff. The Vegetarian Society looked at the ingredients and methods of production not staff service.
- whilst the selection of the right products is key to meeting customer needs, of no use if customer experience is poor
- employees, whether serving the customer in the store or taking a call on the customer service telephone line, will be in direct contact with the customer. Their manner and helpfulness is, therefore, crucial in achieving good customer service. If the food is good but the member of staff serving the customer is rude then the customer will not be satisfied and is likely to complain, tell friends or just not go back to the shop again
- if employees are well trained then they can offer a helpful and professional service to the customer. This will include being genuinely friendly and even going out of their way to give the customer the best service possible. This might include smiling when serving a customer and then also offering to help with their order, ie do they require a knife or napkin
- a perfect *Pret* person will always give their best which means they will always try their hardest to provide a high level of service to the customer. They will listen carefully to the customers' orders and try to make sure they get exactly what they want without having to complain. Whilst serving the customer, the employee will be giving them their attention rather than thinking about home time because all they want to do is be paid.

**See next page for Evaluation.**

In addition (and separately) award marks for evaluation using the grid below.

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E1	Candidate offers judgement plus limited justification. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	2–1	