

Centre Number						Candidate Number				
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
TOTAL	



General Certificate of Education
Advanced Subsidiary Examination
June 2010

Applied Business

BS04

Unit 4 Meeting Customer Needs

Monday 17 May 2010 1.30 pm to 2.30 pm

You will need no other materials.

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. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 60.
- 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
 - organise information clearly
 - use specialist vocabulary where appropriate.



J U N 1 0 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
Tui Travel plc

Tui Travel plc is an international leisure and travel group. The company operates 155 aircraft, employs 50 000 people worldwide and provides support to its customers by operating 3500 retail outlets. It trades in a highly competitive market with major rivals such as Thomas Cook plc.

Tui Travel plc sells a wide range of holidays and other leisure activities to over 30 million customers. It offers diverse products from expensive long-haul holidays to new and exotic destinations, such as Vietnam, to competitively-priced package holidays in Europe.

The company operates four divisions dealing with holidays in different destinations and with different types of holiday such as cruises and activity holidays, including skiing and sailing.

Tui Travel plc owns over 200 brands selling in niche markets, including:

- Thomson Cruises, attracting mainly older customers
- Crystal Ski, targeting people who enjoy activity holidays
- Country Walkers, for active older people
- Sportsworld, offering tickets and deals on major sports events such as rugby international matches
- Student City, selling a range of leisure activities for students.

The company provides its customers with a wide choice of differentiated and flexible travel experiences to meet their changing needs. This entails *Tui Travel plc* operating more than 100 businesses.

1 (a) Using **Item A**, describe **one** way in which *Tui Travel plc* segments its market.

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(2 marks)

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1 (c) Using **Item A**, explain why *Tui Travel plc* operates four divisions and has over 200 brands.

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

Item B
Thomson Airways

Tui Travel plc owns and operates *Thomson Airways*. *Thomson Airways* is the third largest airline in the United Kingdom. It has a popular website giving details of holidays available in villas, hotels and on cruise liners as well as package holidays. The website provides details on flights operated by the company, including times, fares and destinations. The website explains how *Thomson Airways* supports customers in the event of lost baggage. It also helps the company to operate successfully in a changing market.

An important feature of the *Thomson Airways* website is the Holiday Review section which invites customers to comment on their experiences of any holidays offered by the company.

Figure 1: Extract from the *Thomson Airways* website – Holiday Reviews

Figure 1 is not reproduced here due to third-party copyright constraints.

Thomson Airways offers its customers a range of additional features on many of its products and these are clearly publicised on its website:

- premium seats are available on its flights
- airport parking
- commission-free foreign exchange
- access to premium airport lounges
- travel buddy providing holiday information to customers' mobiles
- excursions available during a holiday.

Source: TUI UK Limited



2 (a) Using **Item B**, explain **two** ways in which the *Thomson Airways* website helps to meet its customers' needs.

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

Item C

The Manor House Hotel

The *Manor House* is a luxury hotel on the Dorset coast. It is owned and managed by William Forrest. It has two groups of customers with different needs:

- individuals and families on holidays or short breaks
- businesses seeking conference facilities.

The *Manor House* has grown quickly in recent years and this expansion has resulted in additional bedrooms, a much larger conference centre and a gym and swimming pool. The *Manor House* provides a wide range of products for its guests, including courses for businesses, and leisure activities such as sailing and horse riding. The *Manor House* has attracted larger numbers of more diverse customers.

The *Manor House* has had an excellent reputation for its accommodation and first-class service but, over the past two years, the *Manor House's* standards of customer service appear to have declined, although William is unsure by how much. Increasing numbers of customers have complained to him about a range of issues, although William has not kept records of these.

Staff numbers have doubled and William has employed more part-time staff and employees from Eastern Europe. Wherever possible, William has appointed experienced employees with up-to-date skills. To help control costs, following the expensive expansion, William has not appointed a manager and new staff do not receive training.

William is not computer literate and this is shown by the *Manor House's* outdated website. However, he has appointed a new employee to develop the use of ICT in managing the *Manor House*. This might be helpful in relation to market research and bookings.

William has never conducted any customer research and is uncertain why complaints have risen. He has recently introduced customer feedback forms to attempt to identify the cause of the increased dissatisfaction.



3 (a) Using **Item C**, explain possible reasons why William decided to use customer feedback forms to collect information on customer needs.

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3 (b) Analyse how the *Manor House* hotel might use ICT to help it to research the needs of its customers.

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