

**ADVANCED SUBSIDIARY GCE UNIT
APPLIED BUSINESS**

F243

Unit 4: The Impact of Customer Service
THURSDAY 7 JUNE 2007

Morning

Time: 1 hour 30 minutes

Additional materials: Pre-release case study (clean copy).



Candidate
Name

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the boxes above.
- Answer **all** questions.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Write your answers in the spaces provided on the question paper.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined pages at the back of this booklet.
- Tell the invigilator if you do not have something that you need.
- Do **not** write in the bar code.
- Do **not** write outside the box bordering each page.

INFORMATION FOR CANDIDATES

- The number of marks available is given in brackets [] at the end of each question or part question.
- The quality of your written communication will be taken into account in marking your answer to the question marked with an asterisk (*).
- The total number of marks for this paper is 100.

FOR EXAMINER'S USE

1	
2	
3	
4	
5	
TOTAL	

This document consists of **13** printed pages, **2** lined pages and **1** blank page.

1 (a) Identify and describe **three** reasons why effective customer service is important.

Reason 1:

.....

Description:

.....

Reason 2:

.....

Description:

.....

Reason 3:

.....

Description:

.....[6]

(b) Describe the difference between an internal customer and an external customer.

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....[4]

(c) Identify **two** internal customers and **two** external customers of Session Wetsuits (SW).

Internal Customer 1:
Internal Customer 2:
External Customer 1:
External Customer 2:[4]

[Total: 14]

- 2 (a) State and explain **two** benefits and **two** drawbacks to SW of the delivery drivers initiating 'informal chats' with retailers to find out their feelings on SW wetsuits.

Benefit 1:

.....

Explanation:

.....

.....

.....

Benefit 2:

.....

Explanation:

.....

.....

.....

Drawback 1:

.....

Explanation:

.....

.....

.....

Drawback 2:

.....

Explanation:

.....

.....

.....[12]

(b) Identify and describe **three** ways, other than a face to face conversation, in which a firm could find out how its customers feel about it.

Way 1:

.....

Description:

.....

Way 2:

.....

Description:

.....

Way 3:

.....

Description:

.....[6]

3 Identify and explain **two** benefits and **two** drawbacks to SW of providing a 'custom-made' wetsuit service.

Benefit 1:

.....

Explanation:

.....

.....

.....

Benefit 2:

.....

Explanation:

.....

.....

.....

Drawback 1:

.....

Explanation:

.....

.....

.....

Drawback 2:

.....

Explanation:

.....

.....

.....[12]

4 (a) Identify **three** acts or regulations that would protect customers of businesses such as SW.

Act/Regulation 1:

Act/Regulation 2:

Act/Regulation 3:[3]

(b) Justin Greaves has told Ben that some of the goods SW is supplying are not 'fit for purpose'. Explain in context what he means.

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.....[3]

5 (a) Describe what Ben means by an organisation having a 'high staff turnover'.

.....
.....
.....
.....[2]

(b) State **three** ways the customer service of any firm could be affected by a high staff turnover.

Way 1:
.....
Way 2:
.....
Way 3:
.....[3]

15
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