

**ADVANCED SUBSIDIARY GCE
 APPLIED BUSINESS**

F243

Unit 4: The Impact of Customer Service

MONDAY 2 JUNE 2008

Morning
 Time: 1 hour 30 minutes

Candidates answer on the question paper

Additional materials (enclosed): Clean copy Case Study

Additional materials (required):

None



Candidate
Forename

Candidate
Surname

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these pages **must** be clearly numbered.

INFORMATION FOR CANDIDATES

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

FOR EXAMINER'S USE	
1	
2	
3	
4	
TOTAL	

This document consists of **10** printed pages and **2** lined pages.

1 (a) Identify and describe **two** specific customer needs which any business must satisfy.

Customer Need 1:

Description:

.....

Customer Need 2:

Description:

.....[4]

(b) Identify **two** different types of customer mentioned in the case study.

Customer Type 1:

Customer Type 2:[2]

(c) Discuss possible consequences to Cool Beats London (CBL) of **not** becoming more focused on customer service.

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- 2 (a) Identify and describe **three** acts or regulations which would protect customers of businesses such as CBL.

Act/Regulation 1:

Description:

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Act/Regulation 2:

Description:

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Act/Regulation 3:

Description:

.....[6]

- (b) With reference to the case study, outline **four** examples of good customer service practice.

Example 1:

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Example 2:

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Example 3:

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Example 4:

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.....[8]

3 (a) Cool Beats head office used a 'mystery shopper' to assess the standard of customer service in its stores. Describe how a mystery shopper might be used by Cool Beats.

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(b) Identify and explain **four** other ways in which retail businesses can assess the standard of customer service in their stores.

Way 1:
Explanation:
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Way 2:
Explanation:
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Way 3:
Explanation:
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Way 4:
Explanation:
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.....[8]

- 4 (a) If the newsletter idea goes ahead, a database will be built up to keep information on customers. Identify and explain **three** legal implications for CBL of storing customer data.

Implication 1:

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Explanation:

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Implication 2:

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Explanation:

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Implication 3:

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Explanation:

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.....[9]

(b) State and explain **two** advantages and **two** disadvantages to CBL of posting a weekly newsletter to its customers.

Advantage 1:

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Explanation:

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Advantage 2:

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Explanation:

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Disadvantage 1:

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Explanation:

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Disadvantage 2:

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Explanation:

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.....[12]

If you use these lined pages, you **must** write the question number next to your answer.

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