

**ADVANCED SUBSIDIARY GCE**  
**APPLIED BUSINESS**  
Unit 4: The Impact of Customer Service

**F243**

Candidates answer on the question paper

**OCR Supplied Materials:**

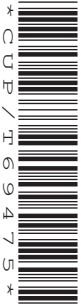
- Clean copy Case Study

**Other Materials Required:**

None

**Monday 18 May 2009**  
**Morning**

**Duration: 1 hour 30 minutes**



Candidate Forename		Candidate Surname	
--------------------	--	-------------------	--

Centre Number						Candidate Number				
---------------	--	--	--	--	--	------------------	--	--	--	--

**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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.

**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 written communication will be taken into account in marking your answer to the question marked with an asterisk (\*).
- This document consists of **12** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
4			
<b>Total</b>			

- 1 (a) Identify and describe **three** reasons why effective customer service is important to a business such as *Belinda's Bikes*.

Reason 1: .....

.....

Description: .....

.....

Reason 2: .....

.....

Description: .....

.....

Reason 3: .....

.....

Description: .....

..... [6]

- (b) Identify **three** different types of customer who use *Belinda's Bikes*.

Type 1: .....

.....

Type 2: .....

.....

Type 3: .....

..... [3]

- (c) Discuss possible reasons for *Belinda's Bikes* becoming more focused on customer service.

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

[Total: 21]

Turn over

- 2 (a) Identify and describe **four** acts or regulations which would protect customers of businesses such as *Belinda's Bikes*.

Act/regulation 1: .....

Description: .....

.....

.....

.....

.....

Act/regulation 2: .....

Description: .....

.....

.....

.....

.....

Act/regulation 3: .....

Description: .....

.....

.....

.....

.....

Act/regulation 4: .....

Description: .....

.....

.....

.....

..... [8]

(b) If *Belinda's Bikes* were to offer a cycle repairs and maintenance service, outline:

(i) **two** advantages to the business;

Advantage 1: .....  
.....  
.....  
.....  
.....  
.....

Advantage 2: .....  
.....  
.....  
.....  
.....  
..... [6]

(ii) **two** disadvantages to the business.

Disadvantage 1: .....  
.....  
.....  
.....  
.....  
.....

Disadvantage 2: .....  
.....  
.....  
.....  
.....  
..... [6]



3 (a) Belinda is thinking about getting the staff to ask the customers how they feel about *Belinda's Bikes* (line 109).

(i) Explain **two** advantages to the business of this idea.

Advantage 1: .....

.....

.....

.....

.....

.....

Advantage 2: .....

.....

.....

.....

.....

.....

..... [6]

(ii) Explain **two** disadvantages to the business of this idea.

Disadvantage 1: .....

.....

.....

.....

.....

.....

Disadvantage 2: .....

.....

.....

.....

.....

..... [6]

(b) State and explain **four** other ways in which Belinda could find out how her customers feel about *Belinda's Bikes*.

Way 1: .....

.....

.....

Explanation: .....

.....

.....

Way 2: .....

.....

.....

Explanation: .....

.....

.....

Way 3: .....

.....

.....

Explanation: .....

.....

.....

Way 4: .....

.....

.....

Explanation: .....

.....

.....

[8]









