

**ADVANCED SUBSIDIARY GCE**  
**APPLIED BUSINESS**  
The Impact of Customer Service

**F243**

Candidates answer on the Question Paper

**OCR Supplied Materials:**

- Clean copy Case Study

**Other Materials Required:**

None

**Monday 17 May 2010**  
**Afternoon**

**Duration: 1 hour 30 minutes**



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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**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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

**INFORMATION FOR CANDIDATES**

- The number of marks 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 is assessed in questions marked with an asterisk (\*).
- This document consists of **20** pages. Any blank pages are indicated.

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

Customer need 1: .....

Description: .....

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Customer need 2: .....

Description: .....

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.....  
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Customer need 3: .....

Description: .....

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Customer need 4: .....

Description: .....

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[8]

(b) Explain, in context, Chris' thought that 'by trying to appeal to everyone, we're appealing to no-one' (lines 79–80).

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..... [3]





2 (a) Name and describe **four** acts or regulations which protect customers of businesses.

Act/regulation 1: .....

Description: .....

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Act/regulation 2: .....

Description: .....

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Act/regulation 3: .....

Description: .....

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Act/regulation 4: .....

Description: .....

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[8]











3 (a) What is meant by the term 'market research'?

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..... [2]

(b) (i) State and explain **two advantages to MHR** of allowing Mikey to conduct face to face interviews with the patients.

Advantage 1: .....

Explanation: .....

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Advantage 2: .....

Explanation: .....

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..... [6]

(ii) State and explain **two disadvantages to MHR** of allowing Mikey to conduct face to face interviews with the patients.

Disadvantage 1: .....

Explanation: .....

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Disadvantage 2: .....

Explanation: .....

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[6]

(c) Other than a face to face interview, identify and describe **four** other ways in which organisations can assess the standards of customer service they provide.

Way 1:.....

Description:.....

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Way 2:.....

Description:.....

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Way 3:.....

Description:.....

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Way 4:.....

Description:.....

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..... [8]

[Total: 22]

- 4 (a) Explain how a 'mystery listener' might be used by the organisers of the Hospital Radio Awards.

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..... [2]









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