

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

Tuesday 11 January 2011
Morning

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, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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).
- Answer **all** the questions.
- Do **not** write in the bar codes.

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**.
- Your quality of written communication is assessed in the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

1 (a) What is a customer?

.....
..... [1]

(b) Using information from the case study, identify **four** examples of good customer service.

Example 1:
.....

Example 2:
.....

Example 3:
.....

Example 4:
..... [4]

(c) Discuss why good customer service is important to *Dave's Disks*.

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Dotted lines for writing

[12]

[Total: 17]

2 (a) Identify and describe **two** specific needs a customer would expect to be met by a business.

Need 1:

Description:

.....

.....

Need 2:

Description:

.....

..... [4]

(b) Identify from the information in the case study, the **four** ways which have been suggested to Dave in order to meet the changing needs of the customers of *Dave's Disks*.

Way 1:

.....

Way 2:

.....

Way 3:

.....

Way 4:

..... [4]

(c)* Evaluate the extent to which setting up and selling through a website will meet the needs of *Dave's Disks'* customers.

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..... [12]

[Total: 20]

- 3 (a) Other than the Data Protection Act, identify and describe **four** Acts or regulations with which businesses have to comply.

Act/regulation 1:

Description:

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.....

Act/regulation 2:

Description:

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Act/regulation 3:

Description:

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.....
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Act/regulation 4:

Description:

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.....
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[8]

(c) If Dave had not satisfactorily resolved Mrs Edwards' complaint, identify **three** appropriate organisations from which she could have sought advice.

Organisation 1:

.....

Organisation 2:

.....

Organisation 3:

..... [3]

[Total: 20]

4 (a) Give **two** reasons why customer feedback is important to a business.

Reason 1:

.....

Reason 2:

..... [2]

(b) Other than a website, identify and describe **four** methods which *Dave's Disks* could use to gain customer feedback.

Method 1:

Description:

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Method 2:

Description:

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Method 3:

Description:

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Method 4:

Description:

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..... [8]

(c) State **three** principles of the Data Protection Act with which businesses such as *Dave's Disks* must comply when storing data collected about customers and potential customers.

Principle 1:

.....

Principle 2:

.....

Principle 3:

..... [3]

(d) If Dave decides to set up a new website to help improve his business:

(i) state and explain **one advantage** of using the website to gain customer feedback for *Dave's Disks*.

Advantage:

Explanation:

.....

.....

.....

..... [3]

(ii) state and explain **one disadvantage** of using the website to gain customer feedback for *Dave's Disks*.

Disadvantage:

Explanation:

.....

.....

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..... [3]

[Total: 19]

5 Using information from the case study, outline **three** criteria which Dave could use to assess the level of the customer service provided by *Dave's Disks*.

Criterion 1:

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Criterion 2:

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Criterion 3:

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[6]

6 Identify and explain **three** ways in which *Dave's Disks* could benefit from the training of its staff.

Way 1:

Explanation:

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Way 2:

Explanation:

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Way 3:

Explanation:

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[6]

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