

Candidate forename		Candidate surname	
-------------------------------	--	------------------------------	--

Centre number						Candidate number				
--------------------------	--	--	--	--	--	-----------------------------	--	--	--	--

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

F243

APPLIED BUSINESS

The Impact of Customer Service

TUESDAY 11 JANUARY 2011: Morning

DURATION: 1 hour 30 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper.

OCR SUPPLIED MATERIALS:

Clean copy case study

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name, centre number and candidate number in the boxes on the first page. 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.**

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 (*).**

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]

BLANK PAGE

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]

- 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: _____

Act/regulation 2: _____

Description: _____

Act/regulation 3: _____

Description: _____

Act/regulation 4: _____

Description: _____

[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: _____

Method 2: _____

Description: _____

Method 3: _____

Description: _____

Method 4: _____

Description: _____

[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: _____

_____ [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: _____

Criterion 2: _____

Criterion 3: _____

[6]

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

Way 1: _____

Explanation: _____

Way 2: _____

Explanation: _____

Way 3: _____

Explanation: _____

[6]

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.