

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 24 May 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) State and explain **three** reasons why effective customer service is important to a business.

Reason 1:

Explanation:

.....

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.....

Reason 2:

Explanation:

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Reason 3:

Explanation:

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..... [6]

(b) State **three** reasons why displaying a customer service policy is an example of good practice for a business such as *Go Rentals (Birmingham)*.

Reason 1:

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Reason 2:

.....

Reason 3:

..... [3]

(c) Using information from the case study, other than a customer service policy, identify **four** examples of good customer service.

Example 1:

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Example 2:

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Example 3:

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Example 4:

..... [4]

(d) Discuss the consequences to *Go Rentals (Birmingham)* of inconsistent customer service across the franchise network.

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2 Name **four** acts or regulations with which a business such as *Go Rentals (Birmingham)* has to comply in order to protect its **customers**.

Act/regulation 1:

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Act/regulation 2:

.....

Act/regulation 3:

.....

Act/regulation 4:

..... [4]

3 (a) Identify and describe **four** methods which *Go Rentals (Birmingham)* 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) (i) What is meant by the statement 'customer retention numbers were excellent' (lines 26–27)?

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

(ii) Give **two** benefits to a business of excellent customer retention.

Benefit 1:
.....

Benefit 2:
..... [2]

[Total: 20]

- 4 (a) *Go Rentals (Birmingham)* currently sends out a monthly newsletter to its customers by post:
- (i) state and explain **one advantage** to *Go Rentals (Birmingham)* of using the post to send out a monthly newsletter.

Advantage:

Explanation:

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.....

..... [3]

- (ii) state and explain **one disadvantage** to *Go Rentals (Birmingham)* of using the post to send out a monthly newsletter.

Disadvantage:

Explanation:

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..... [3]

- (b)* Jenny has suggested that *Go Rentals (Birmingham)* implements a customer loyalty scheme.

Evaluate the extent to which a loyalty scheme is likely to significantly increase sales at *Go Rentals (Birmingham)*.

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(c) Using information from the case study, state and explain **two** possible benefits to *Go Rentals (Birmingham)* if it were to introduce prestige cars for rental.

Benefit 1:

Explanation:

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Benefit 2:

Explanation:

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[6]

[Total: 24]

5 (a) State **four** reasons why it is important for any business to frequently assess its level of customer service.

Reason 1:

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Reason 2:

.....

Reason 3:

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Reason 4:

..... [4]

(b) State **three** ways in which a business such as *Go Rentals (Birmingham)* could measure its levels of customer service.

Way 1:

.....

Way 2:

.....

Way 3:

..... [3]

(c) State and explain **three** advantages to customers if *Go Rentals (Birmingham)* was to accept online bookings.

Advantage 1:

Explanation:

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Advantage 2:

Explanation:

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Advantage 3:

Explanation:

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..... [6]

(d) State **two** disadvantages to *Go Rentals (Birmingham)* if they were to accept online bookings.

Disadvantage 1:

.....

Disadvantage 2:

..... [2]

[Total: 15]

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