

**Monday 21 May 2012 – Morning**

**AS GCE APPLIED BUSINESS**

**F243** The Impact of Customer Service

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Clean copy Case Study

**Other materials required:**

None

**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. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 will be assessed in questions marked with an asterisk (\*).
- This document consists of **20** pages. Any blank pages are indicated.

1 (a) (i) What is meant by the term 'external customer'?

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

(ii) Using information from the case study, give **one** example of an external customer.

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

(b) (i) What is meant by the term 'internal customer'?

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

(ii) Using information from the case study, give **one** example of an internal customer.

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

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

Example 1: .....

.....

Example 2: .....

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Example 3: .....

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Example 4: .....

..... [4]

(d) Using information from the case study, give **three** examples of inconsistency in the way in which the stores are run.

Example 1: .....

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Example 2: .....

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Example 3: .....

..... [3]



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[12]

[Total: 23]

- 2 (a) Give **four** criteria which could be used by a business such as *Shopper's Local* to assess the quality and effectiveness of its customer service.

Criterion 1: .....

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Criterion 2: .....

.....

Criterion 3: .....

.....

Criterion 4: .....

..... [4]

(b) Other than a mystery shopper, identify and describe **two** appropriate methods which the managers of *Shopper's Local* could use to gather feedback from customers.

Method 1: .....

Description: .....

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Method 2: .....

Description: .....

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[6]

(c) Other than ethical considerations, give **three** factors which a business must take into account when collecting and using customer feedback data.

Factor 1: .....

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Factor 2: .....

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Factor 3: .....

..... [3]

(d) Analyse the benefits to *Shopper's Local* of collecting feedback from its customers.

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3 (a) What is meant by a 'code of practice'?

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..... [2]

(b) State **two** reasons why a **customer** would be interested in an organisation's code of practice.

Reason 1: .....  
.....  
Reason 2: .....  
..... [2]

(c) State **two** reasons why an **employee** of an organisation would be interested in its code of practice.

Reason 1: .....  
.....  
Reason 2: .....  
..... [2]



..... [12]

**[Total: 18]**

- 4 (a) Name and describe **four** Acts or Regulations which would protect customers of businesses such as *Shopper's Local*.

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]

(b) What is meant by the term 'mystery shopper'?

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..... [2]

(c) Identify and explain **two** advantages to a business such as *Shopper's Local* of using a mystery shopper.

Advantage 1: .....

Explanation: .....

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.....  
.....

Advantage 2: .....

Explanation: .....

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.....  
..... [4]

[Total: 14]

5 (a) (i) Identify and explain **two** benefits to *Shopper's Local* of stocking a range of organic products.

Benefit 1: .....

Explanation: .....

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Benefit 2: .....

Explanation: .....

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..... [4]

(ii) Identify and explain **one** disadvantage to *Shopper's Local* of stocking a range of organic products.

Disadvantage: .....

Explanation: .....

.....

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..... [2]

(b) Identify **two** benefits to a business of providing a loyalty card to its customers.

Benefit 1: .....

.....

Benefit 2: .....

..... [2]

(c) (i) Identify **two** benefits to a business of providing recycling facilities on its premises.

Benefit 1: .....

.....

Benefit 2: .....

..... [2]

(ii) Identify **one** drawback to a business of providing recycling facilities on its premises.

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..... [1]

[Total: 11]



6 Discuss whether Tom’s goal of *Shopper’s Local* winning the ‘Best Customer Service Award’ next year is realistic.

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