



Tuesday 3 June 2014 – Morning

AS GCE APPLIED BUSINESS

F243/01 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 the question marked with an asterisk (*).
- This document consists of **16** pages. Any blank pages are indicated.

1 (a) State what is meant by an external customer.

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

(b) State **three** reasons why displaying a customer service policy is a way to present a positive image of *The Rustic Theatre (TRT)*.

1
2
3 [3]

(c) State and explain **four** reasons why handling complaints in an effective manner is important to *TRT*.

1
Explanation
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2
Explanation
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3
Explanation
.....
.....
4
Explanation
.....
..... [8]

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2 (a) Tamina asked Marcus to get the other members of staff to talk to theatregoers as they left *TRT* in order to find out how they felt about their experience and the level of customer service which they received.

(i) Explain **two** advantages to *TRT* of using such a technique.

1

Explanation

.....

.....

2

Explanation

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[6]

(ii) Explain **two disadvantages** to *TRT* of using such a technique.

1

Explanation

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2

Explanation

.....

.....

[6]

(b) Other than using members of staff to ask customers face-to-face, suggest **four** ways in which Tamina could find out how customers feel about *TRT*.

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[4]

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(d) State **three** implications for *TRT* of it storing data.

- 1
- 2
- 3

[3]

3 (a) Name and describe **four** acts or regulations which would protect the customers of *TRT*.

1

Description

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2

Description

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Description

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Description

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[8]

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

1

2

3

4

5

[5]

(c) Other than pricing strategies, identify **three** techniques stated in the case study which could improve customer service levels at *TRT*.

1

2

3

[3]

(d) Evaluate whether using a discount pricing strategy (see **Appendix A** in the case study) would improve customer service levels at *TRT*. **[12]**

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4 (a) State **four** specific customer needs which *TRT* would be expected to meet.

- 1
- 2
- 3
- 4 [4]

(b) State **four** aspects of customer service of which *TRT* needs to be aware.

- 1
- 2
- 3
- 4 [4]

(c) Evaluate whether offering organic products and introducing a recycling policy would have a positive impact on the image of *TRT*. [12]

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END OF QUESTION PAPER

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