OCR
Oxford Cambridge and RSA

Tuesday 24 May 2016 – Afternoon

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	

Centre number						Candidate number				

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.

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Answer **all** the questions.

1 **(a)** **(i)** From the case study, identify **four** examples of **good** customer service at *VVE*.

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[4]

(ii) From the case study, identify **four** examples of **poor** customer service at *VVE*.

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[4]

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(b) Explain **three** reasons why effective customer service is important to *VVE*.

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[6]

(c) **(i)** State **three** reasons why a **customer** might be interested in *VVE*'s code of practice.

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[3]

(ii) State **three** reasons why a *VVE* **employee** might be interested in its code of practice.

1 .....

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[3]

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(d) Evaluate how Vanessa could encourage a more motivated and efficient workforce. **[12]**

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2 **(a)** Vanessa is thinking about using her staff to ask customers, face to face, how they feel about *VVE.*

Explain **two** advantages to *VVE* of using **members of staff** to collect customer feedback.

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[6]

(b) Other than asking customers face to face, identify **four** methods which *VVE* could use to gather feedback from its customers.

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[4]

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(c) Explain **four** benefits to *VVE* of collecting feedback from its customers.

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[8]

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(d)* Evaluate criteria *VVE* could use to assess the quality of its customer service. **[12]**

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3 **(a)** Customers have an ethical duty to help *VVE* maintain a high level of customer service. One way of doing this would be to report out-of-date stock to a member of staff.

Explain **three** implications to *VVE* of its customers **not** fulfilling their ethical duties towards the business.

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[6]

(b) *VVE* would need to collect personal information from customers so that a newsletter could be emailed or posted to them.

Analyse the implications for *VVE* of obtaining and keeping personal information about its customers. **[9]**

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4 **(a)** Identify **three** appropriate organisations from which Mr James could seek advice if Vanessa does not satisfactorily resolve his complaint.

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[3]

(b) Identify and describe **four** Acts or regulations which would protect external customers of businesses such as *VVE*.

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[8]

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5 Vanessa's main goal for *VVE* for next year is to win the town's 'Best Customer Service' award.

Evaluate whether or not Vanessa's goal is realistic. **[12]**

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END OF QUESTION PAPER

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