

Wednesday 9 January 2013 – 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	
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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 **16** pages. Any blank pages are indicated.

1 (a) State and explain **two benefits** to a business such as *MMM* of using a face-to-face questionnaire in order to gather customer feedback.

1

Explanation

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2

Explanation

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[4]

(b) State and explain **two limitations** to a business such as *MMM* of using a face-to-face questionnaire in order to gather customer feedback.

1

Explanation

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2

Explanation

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[4]

(c) Other than questionnaires, identify **four** methods which a business such as *MMM* could use to gather feedback from its customers.

1

2

3

4

[4]

(d) Identify **four** reasons why customer feedback is important to a business such as *MMM*.

1

2

3

4

[4]

2 (a) What is an internal customer?

.....
.....

[1]

(b) From the case study, identify **three** different external customer types.

1

2

3

[3]

(c) Give **two** reasons why providing a visitors' guide in different languages is a benefit to *MMM's* visitors.

1

2

[2]

(d) From the case study, identify **four** examples of poor customer service which may damage the image of *MMM*.

1

2

3

4

[4]

(e) Danny is planning to introduce a training programme for Chloe and all of the volunteers.

Evaluate the likely implications for *MMM* of introducing a training programme for Chloe and the volunteers. [12]

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(c) Identify and describe **three** different customer needs.

1

Description

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2

Description

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3

Description

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[6]

4 (a) Identify and describe **four** acts or regulations with which *MMM* has to comply.

1

Description

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2

Description

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3

Description

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4

Description

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[8]

(b) State and explain **two** reasons why *MMM* should improve the facilities which it provides for visitors with disabilities.

1

Explanation

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2

Explanation

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[4]

5 (a) Identify and explain **two** legal requirements for *MMM* when storing personal information about visitors.

1

Explanation

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2

Explanation

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[6]

(b) Evaluate whether customer retention schemes such as a loyalty card are likely to increase visitor numbers at *MMM*. [12]

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END OF QUESTION PAPER

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