

ADVANCED SUBSIDIARY GCE APPLIED BUSINESS

F243

Unit 4: The Impact of Customer Service

Candidates answer on the question paper

MONDAY 2 JUNE 2008

Morning

Time: 1 hour 30 minutes

Additional materials (enclosed): Clean copy Case Study

Additional materials (required):

None



Candidate Forename			Candidate Surname								
Centre Number							Candidate Number				

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer all the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these
 pages must be clearly numbered.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account in marking your answer to the question marked with an asterisk (*).

FOR EXAMINER'S USE				
1				
2				
3				
4				
TOTAL				

This document consists of 10 printed pages and 2 lined pages.

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1	(a)	Identify and describe two specific customer needs which any business must satisfy.
		Customer Need 1:
		Description:
		Customer Need 2:
		Description:
		[4]
	(b)	Identify two different types of customer mentioned in the case study.
		Customer Type 1:
		Customer Type 2:[2]
	(c)	Discuss possible consequences to Cool Beats London (CBL) of not becoming more focused on customer service.

		[12]
 	 	 [12]

[Total: 18]

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2	(a)	such as CBL.
		Act/Regulation 1:
		Description:
		Act/Regulation 2:
		Description:
		Act/Regulation 3:
		Description:
		[6]
	(b)	With reference to the case study, outline four examples of good customer service practice.
		Example 1:
		Example 2:
		Example 3:
		Example 4:

in	valuate the extent to which staff training on the computerised ordering system is likely to approve the provision of customer service at CBL.
•	
• • •	
• • •	
	[12

3	(a)	Cool Beats head office used a 'mystery shopper' to assess the standard of customer service in its stores. Describe how a mystery shopper might be used by Cool Beats.
		[6]
	(b)	Identify and explain four other ways in which retail businesses can assess the standard of customer service in their stores.
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(c)	Analyse the possible implications for the success of CBL of specialising only in dance music.
	[9]

[Total: 23]

4	(a)	If the newsletter idea goes ahead, a database will be built up to keep information on customers. Identify and explain three legal implications for CBL of storing customer data.
		Implication 1:
		Explanation:
		'
		Implication 2:
		implication 2.
		Explanation:
		Implication 3:
		Explanation:
		[9]

)	State and explain two advantages and two disadvantages to CBL of posting a weekly newsletter to its customers.
	Advantage 1:
	Explanation:
	Advantage 2:
	Explanation:
	Disadvantage 1:
	Evalenation
	Explanation:
	Disadvantage 2:
	Disadvariago 2.
	Explanation:
	[12

(c)	Evaluate the extent to which having a DJ playing music in CBL would boost sales.
	[12]
	······································

[Total: 33]

If you use these lined pages, you must write the question number next to your answer.						

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