

**ADVANCED SUBSIDIARY GCE  
 APPLIED BUSINESS**

**F243**

Unit 4: The Impact of Customer Service

**WEDNESDAY 9 JANUARY 2008**

Morning

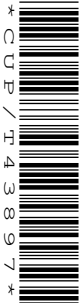
Time: 1 hour 30 minutes

Candidates answer on the question paper

**Additional materials (enclosed):** Clean copy Case Study

**Additional materials (required):**

None



Candidate  
Forename

Candidate  
Surname

Centre  
Number

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Candidate  
Number

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**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.
- Do **not** write outside the box bordering each page.
- 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 written communication will be taken into account in marking your answer to the question marked with an asterisk (\*).

FOR EXAMINER'S USE	
<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>TOTAL</b>	

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

1 (a) State **four** reasons why effective customer service is important.

Reason 1: .....

.....

Reason 2: .....

.....

Reason 3: .....

.....

Reason 4: .....

.....[4]

(b) (i) What is meant by the term 'advance booking' (line 19)?

.....

.....

.....

.....[2]

(ii) Identify and explain **two** reasons why the Cameo Cinema should have an advance booking system.

Reason 1: .....

.....

Explanation: .....

.....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

.....[6]



2 (a) (i) Identify the law which Dan broke at the 'pick and mix' counter (lines 61–62).  
.....[1]

(ii) In what way did Dan break this law?  
.....  
.....[1]

(b) Identify and describe **three other** acts or regulations that would protect customers of businesses such as the Cameo Cinema.

Act/Regulation 1: .....  
.....

Description: .....  
.....

Act/Regulation 2: .....  
.....

Description: .....  
.....

Act/Regulation 3: .....  
.....

Description: .....  
.....[6]

(c) (i) Identify and explain **one** implication for **Dan** if he continues to break the law.  
.....  
.....  
.....  
.....  
.....  
.....  
.....[3]

(ii) Identify and explain **one** implication for the **Cameo Cinema** if Dan continues to break the law.

.....  
.....  
.....  
.....  
.....  
.....  
.....[3]

(d) State and explain **two** ways in which the cleanliness of the facilities at the Cameo Cinema, such as the toilets, can be ensured.

Way 1: .....  
.....

Explanation: .....  
.....  
.....

Way 2: .....  
.....

Explanation: .....  
.....  
.....  
.....[6]

[Total: 20]



.....  
.....  
.....  
.....[9]

(d) Other than a premium rate phone line and a website, state and explain **three** ways in which the Cameo Cinema could pass information to its customers.

Way 1: .....

Explanation: .....

.....  
.....  
.....

Way 2: .....

Explanation: .....

.....  
.....  
.....

Way 3: .....

Explanation: .....

.....  
.....  
.....[9]







.....  
.....  
.....  
.....  
.....[12]

(b) Identify and explain **two** other ways in which the Cameo Cinema could assess its customer service performance.

Way 1: .....

Explanation: .....

.....  
.....  
.....

Way 2: .....

Explanation: .....

.....  
.....  
.....[6]

[Total: 21]



