

ADVANCED SUBSIDIARY GCE

F243

APPLIED BUSINESS

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								
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Candidate				Candidate				
Forename				Surname				
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Centre				Candidate				
Number				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.
- 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.

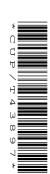
INFORMATION FOR CANDIDATES

- 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		
1		
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3		
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TOTAL		

This document consists of 10 printed pages and 2 lined pages	bades
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		2
(a)	Sta	te four reasons why effective customer service is important.
	Rea	ason 1:
	Rea	ason 2:
	Rea	ason 3:
	Rea	son 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:

Discuss possible reasons why the Cameo Cinema should become more customer focus

[Total: 24]

(a)	(i)	Identify the law which Dan broke at the 'pick and mix' counter (lines 61–62).
	(ii)	In what way did Dan break this law?
		[1]
(b)		ntify and describe three other acts or regulations that would protect customers of inesses such as the Cameo Cinema.
	Act	/Regulation 1:
	Des	scription:
	Act	/Regulation 2:
		scription:
	Act	/Regulation 3:
		scription:
(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)		e and explain two ways in which the cleanliness of the facilities at the Cameo Cinema, n as the toilets, can be ensured.
	Way	<i>t</i> 1:
		lanation:
	Way	<i>y</i> 2:
	Exp	lanation:
		[6]
		[Total: 20]

3 (a) What is meant by the expression 'more twenty-first century than twentieth' (line 25)?
	[2]
(b) Describe why a firm's potential customers, such as those of the Cameo Cinema, might use its website.
(с) Analyse the implications for the Cameo Cinema of having its own website.

	[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:
	roı

(Discuss whether the Cameo Cinema operating a premium rate phone line is an examp good customer service.
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1	(a)	(i)	Explain how a suggestion box 'system' works.
			[3
		(ii)	Evaluate how successful the suggestion box was in giving the Cameo Cinema helpfu feedback.

	[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]

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

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