

Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

F243

APPLIED BUSINESS

Unit 4: The Impact of Customer Service

MONDAY 18 MAY 2009: Morning

DURATION: 1 hour 30 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper

OCR SUPPLIED MATERIALS:

Clean copy Case Study

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- Use 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.
- Write your answer to each question in the space provided.

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 (*).

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- 1 (a) Identify and describe THREE reasons why effective customer service is important to a business such as *Belinda's Bikes*.

Reason 1: _____

Description: _____

Reason 2: _____

Description: _____

Reason 3: _____

Description: _____

_____ [6]

(b) Identify THREE different types of customer who use *Belinda's Bikes*.

Type 1: _____

Type 2: _____

Type 3: _____

_____ [3]

(c) Discuss possible reasons for *Belinda's Bikes* becoming more focused on customer service.

[12]

[Total: 21]

- 2 (a) Identify and describe **FOUR** acts or regulations which would protect customers of businesses such as *Belinda's Bikes*.

Act/regulation 1: _____

Description: _____

Act/regulation 2: _____

Description: _____

Act/regulation 3: _____

Description: _____

Act/regulation 4: _____

Description: _____

_____ [8]

(b) If *Belinda's Bikes* were to offer a cycle repairs and maintenance service, outline:

(i) TWO advantages to the business;

Advantage 1: _____

Advantage 2: _____

_____ [6]

(ii) TWO disadvantages to the business.

Disadvantage 1: _____

Disadvantage 2: _____

[6]

(c) Analyse possible effects on *Belinda's Bikes* if Belinda decides to allow customers to hire bikes for longer periods of time.

[9]

[Total: 29]

3 (a) Belinda is thinking about getting the staff to ask the customers how they feel about *Belinda's Bikes* (lines 184–185).

(i) Explain TWO advantages to the business of this idea.

Advantage 1: _____

Advantage 2: _____

_____ [6]

(ii) Explain TWO disadvantages to the business of this idea.

Disadvantage 1: _____

Disadvantage 2: _____

[6]

(b) State and explain FOUR other ways in which Belinda could find out how her customers feel about *Belinda's Bikes*.

Way 1: _____

Explanation: _____

Way 2: _____

Explanation: _____

Way 3: _____

Explanation: _____

Way 4: _____

Explanation: _____

[8]

(c*) Discuss the implications for *Belinda's Bikes* of having inconsistent customer service.

[12]

[Total: 32]

4 (a) What is meant by a code of practice (line 175)?

[2]

(b) State TWO reasons why a customer would be interested in an organisation's code of practice.

Reason 1: _____

Reason 2: _____

[2]

(c) State TWO reasons why an employee of an organisation would be interested in its code of practice.

Reason 1: _____

Reason 2: _____

[2]

(d) Evaluate the extent to which a code of practice is likely to improve customer service at *Belinda's Bikes*.

[12]

[Total: 18]

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