

ADVANCED SUBSIDIARY GCE

APPLIED BUSINESS

Unit 4: The Impact of Customer Service

F243



Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

None

Tuesday 12 January 2010

Morning

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 clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- 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.
- Do **not** write in the bar codes.
- 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 (*).
- This document consists of **16** pages. Any blank pages are indicated.

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

Reason 1:

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Reason 2:

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Reason 3:

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Reason 4:

[4]

- (b) Using the case study, identify and explain **three** examples of bad customer service.

Example 1:

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Example 2:

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Example 3:

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[6]

(c)* Discuss possible reasons why *Gary's Party Box* should become more customer focused.

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[12]

[Total: 22]

- 2 (a) Identify and explain the law that Gary has broken by not having wheelchair access to *Gary's Party Box*.

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[2]

- (b) Identify and describe **three other** acts or regulations that would protect customers of businesses such as *Gary's Party Box*.

Act/regulation 1:

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Act/regulation 2:

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Act/regulation 3:

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[6]

- (c) Identify and explain **two** implications for *Gary's Party Box* of breaking the law.

Implication 1:.....

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Implication 2:.....

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[6]

- (d) Discuss whether *Gary's Party Box* might improve its customer service by operating a tailor made costume service.

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[12]

- (e) Analyse the implications for *Gary's Party Box* of opening late every night from Tuesday to Saturday.

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[9]

[Total: 35]

- 3 (a) Describe how a suggestion box works.

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..... [3]

- (b) (i) State and explain **two advantages** to *Gary's Party Box* of using a suggestion box.

Advantage 1:

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Advantage 2:

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[6]

- (ii) State and explain **two disadvantages** to *Gary's Party Box* of using a suggestion box.

Disadvantage 1:.....

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Disadvantage 2:.....

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[6]

- (c) Other than a suggestion box, identify **four** ways in which a retail business can assess the standard of customer service in its stores.

Way 1:

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Way 2:

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Way 3:

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Way 4:

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[4]

- (d) Other than a 'local newspaper advertisement', (line 20), state and explain **four** ways in which *Gary's Party Box* could inform people about its move to new premises.

Way 1:

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Explanation:

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Way 2:.....

Explanation:.....

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Way 3:.....

Explanation:.....

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Way 4:.....

Explanation:.....

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[12]

- (e) Evaluate the extent to which putting an advertisement in the local newspaper may have boosted sales at *Gary's Party Box*.

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[12]

[Total: 43]

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