

**ADVANCED SUBSIDIARY GCE**  
**APPLIED BUSINESS**  
Unit 4: The Impact of Customer Service

**F243**

Candidates answer on the Question Paper

**OCR Supplied Materials:**

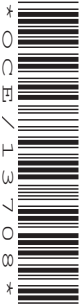
- Clean copy Case Study

**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.





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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) 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: .....

..... [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:.....

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]





**PLEASE DO NOT WRITE ON THIS PAGE**



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