



General Certificate of Education

Applied Business 8611/8613

BS04 Meeting Customer Needs

Mark Scheme

2009 examination - January series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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	Assessment Objectives
	The Assessment Objectives represent those qualities which can be demonstrated in candidates' work and which can be measured for the purposes of assessment.
AO1 Knowledge, skills and understanding	Candidates demonstrate knowledge and understanding of the specified content and relevant business skills.
AO2 Application of knowledge, skills and understanding	Candidates apply knowledge and understanding of the specified content and relevant business skills.
AO3 Research and analysis	Candidates use appropriate methods in order to obtain and select information from a range of sources to analyse business problems.
AO4 Evaluation	Candidates evaluate evidence to reach reasoned judgements.
Quality of Written Communication	<p>The quality of written communication is assessed in all assessment units where candidates are required to produce extended written material. Candidates will be assessed according to their ability to:</p> <ul style="list-style-type: none"> • select and use a form and style of writing appropriate to purpose and complex subject matter • organise relevant information clearly and coherently, using specialist vocabulary when appropriate • ensure that text is legible, and that spelling, grammar and punctuation are accurate, so that meaning is clear. <p>The assessment of the quality of written communication is included in Assessment Objective 4.</p>

1

Total for this question: 19 marks

(a) Describe **two** needs that a customer may have when purchasing clothes from a high street store. (4 marks)

For each part: one mark for identifying a need and one mark for development.

Relevant types of need might include the following:

- understanding the value and suitability of the product (1 mark), eg is it worth buying (1 mark) or will it be OK to wear to work?
- information about the product and its functions (1 mark), eg information about what the item is made of (1 mark) or will it be machine washable?
- reassurance about after-sales services, including guarantees (1 mark), eg if the product needs to be returned (1 mark) or will I get a refund?

(b) Explain **two** possible advantages of the out-of-town stores, 'Outfit', to customers of the Arcadia Group. (6 marks)

Apply the following marking scheme to each answer.

Level	Descriptor	Marks	Assessment Objective
2	Explains an advantage to the customer of introducing out-of-town stores.	2–3	AO2
1	Identifies an advantage of introducing out-of-town stores.	1	AO1

Relevant answers might include the following:

- tend to be less congested than city centres, therefore, making it quicker and easier for the shopper to reach the shops without sitting in traffic
- out-of-town retail stores are often larger, therefore, offering more choice for the customer in terms of ranges, colours and sizes
- ease for customer as there will be free parking available saving them money
- All under one roof making it convenient for shoppers to buy what they want.

(c) Using **Item A**, analyse how the *Arcadia Group* attempts to meet the needs of different customer segments. (9 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses Item A to explain how <i>Arcadia</i> meets the needs of customer segments through its different retail outlets.	7–9	AO3
2	Uses Item A to explain how <i>Arcadia</i> targets customer segments.	4–6	AO2
1	Describes customer segmentation.	1–3	AO1

Relevant answers might include the following:

The *Arcadia Group* offers clothes to match the needs of customers according to lifestyle. A busy, working mum for example will be able to buy practical yet fashionable clothes from Dorothy Perkins whereas a woman with more time, money and more likely to be going out will choose the latest fashions from Topshop.

Men can also have a choice as to whether they want a safer option as offered by Burtons or something more modern from Topman. Again, this may depend on lifestyle as to whether clothes are for the office and day-to-day activities or for going out with friends, or on a date.

Evans offers a range of clothes for women who need larger sizes whereas Dorothy Perkins offers clothes, in a variety of sizes including petite. Evans is hence trying to meet needs by offering a more specialist service.

2

Total for this question: 18 marks

(a) *Using **Item B**, explain how **two** features of Next's customer service help to meet the needs of its customers.* (8 marks)

Apply the following marking scheme to each answer.

Level	Descriptor	Marks	Assessment Objective
2	Uses Item B to explain how a feature of customer service helps <i>Next</i> to meet the needs of customers.	3–4	AO2
1	Describes a general feature of customer service.	1–2	AO1

Relevant answers might include the following:

Stores

- the guarantee of next day delivery will help customers be confident that they will receive their purchase promptly hence good after-sales service
- being able to try products in store, eg using changing rooms, or testers allows customers to assess the value and suitability of a product prior to purchasing it.

Directory

- after-sales care
- goods can be delivered to the customer's door and within 24 hours providing an efficient and quality service
- goods can be collected or returned to a store local to the customer increasing ease and efficiency, providing the customer with a service that suits their needs.

(b) Discuss whether the use of online shopping can help Next to meet a range of customer needs both during and after sales. (10 marks)

Level	Descriptor	Marks	Assessment Objective
3	Analyses how the use of online shopping can help Next to meet a range of customer needs, both during and after the purchase of products.	4–5	AO3
2	Explains how the use of online shopping can help Next to meet a range of customer needs during and/or after the purchase of products.	2–3	AO2
1	Describes a feature of online shopping	1	AO1

Relevant answers might include the following:

Online shopping will allow customers to shop from the comfort of their own homes and at a time that suits them; this will help them meet their needs whilst shopping. The web page also allows them to enlarge images so that they can see the details of a product better. After making a purchase, they then have the option of next day delivery for a small charge, or to collect it from a store. Similarly, goods can be returned to a store rather than collected. The after-sales care will help meet customer needs if, for example, someone is at work, they may not be in to receive a delivery but it might be convenient for them to collect it.

However:

- with clothes, customers might prefer to see and touch them in a store, rather than just view a picture on screen. Customers might understand the features of a product more if they can view it from all angles rather than from a static picture.

For AO4, you should award marks using the grid below.

Note: AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Makes a supported judgement about the features offered by online shopping. Ideas are communicated using a logical structure evident with occasional use of appropriate technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
1	Makes a generalised judgement about the features of online shopping. Ideas are communicated with some structure evident with occasional use of appropriate technical terms. There are some errors in accepted conventions of written communication.	1–2	

3

Total for this question: 23 marks

(a) Explain **one** advantage to Sue of using personal interviews as a method of market research. (2 marks)

Level	Descriptor	Marks	Assessment Objective
2	Explains an advantage of using personal interviews in context.	2	AO2
1	Describes an advantage of using personal interviews.	1	AO1

Relevant answers might include the following:

- interviews can be flexible and include two-way open communication allowing Sue to dig further into a response. If, for example, the interviewee said he wanted entertainment she could ask what sort
- interviews could be carried out by Sue in the salon without having to employ a third party hence saving money. Questions could even be asked during a haircut so as to save Sue time and not inconvenience the customer.

(b) Using **Item C**, explain how Sue has used her market research findings to help develop Jacks of London. (4 marks)

Level	Descriptor	Marks	Assessment Objective
2	Uses Item C to explain how Sue could have used the market research findings.	3–4	AO2
1	Identifies a use of market research findings, or shows some understanding of the actual product.	1–2	AO1

Relevant answers might include the following:

- men wanted a male environment; knowing this could have helped Sue decide to introduce plasma screen TVs, sofas and free drinks so that men could watch sport whilst having their hair cut. The male environment would also be by moving from a unisex salon to a barbers
- men wanted to walk in to get their hair cut, plus be able to go before or after work. Sue could have used this information to develop two unique points for her shop. Firstly, the long opening hours would fit the customers' needs and secondly, the webcam would mean that the customers could check whether or not there was a queue before leaving work in order to decide whether to go that day or not.

(c) Using **Item C**, analyse how Sue uses ICT to maintain good customer relations. (7 marks)

Level	Descriptor	Marks	Assessment Objective
3	Uses Item C to explain how Sue uses ICT to maintain good customer relations.	5–7	AO3
2	Uses Item C to describe how Sue uses ICT to maintain good customer relations.	3–4	AO2
1	Describes a use of ICT or explains the meaning of customer relations.	1–2	AO1

Relevant answers might include the following:

- customers can be kept up-to-date on promotional offers via emails
- by asking customers for ideas of potential new locations customers will feel that they are being consulted and would be pleased if their suggestions were listened to
- Sue uses ICT to collect responses from customers re location. She uses this as a type of primary market research to help her decide on suitable new shops
- customers feel confident that their information will not be passed on to third parties hence trusting *Jacks*.

(d) *Analysis of the online questionnaire suggests that either Leeds or Brighton would be a popular new location for Jacks of London. Before deciding between these locations, Sue needs to carry out more research.*

Recommend a suitable research plan which identifies the type of additional customer data that Sue will require to make the decision and the possible methods of collecting this data. Justify your answer. (10 marks)

Level	Descriptor	Marks	Assessment Objective
3	Analyses reasons for collecting customer data and/or method(s) of data collection.	4–5	AO3
2	Explains uses of customer data and/or method(s) of data collection.	3	AO2
1	Describes customer data and/or method(s) of data collection.	1–2	AO1

Relevant answers might include the following:

- customer data: any suitable aspect, eg number of offices and work places nearby, average wage of men in the area, demographics of area, percentage of the population that is male, and by age group, current preferences in terms of barbers, time of hair cut, frequency of hair cut
- methods of collection: survey of wants and habits of men in local offices, local council statistics, questionnaire by email or post to customers who suggested these locations.

However:

- customers who have already suggested a location will only be a small sample of the population in either Leeds or Brighton
- customers may not respond to questionnaire by post as they may have moved since they filled in the online survey.

For AO4, you should award marks using the grid below.

Note: AO4 also assesses candidates' quality of written communication. When deciding on the AO4 level to be awarded, consider the degree to which the candidate orders and communicates his/her ideas.

Level	Descriptor	Marks	Assessment Objective
2	Makes a supported judgement about the customer data needed and/or methods of data collection. Ideas are communicated using a local structure, with some use of appropriate technical terms. There are occasional errors in accepted conventions of written communication.	3–5	AO4 and Quality of written communication
1	Makes a generalised judgement about the customer data needed and/or associate methods of data collection. Ideas are communicated with some structure evident with occasional use of technical terms. There are some errors in accepted conventions of written communication.	1–2	