

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced Subsidiary GCE

APPLIED BUSINESS

F243

UNIT 4: The Impact of Customer Service

Thursday **12 JANUARY 2006** Afternoon 1 hour 30 minutes

Candidates answer on the question paper.

Additional materials:

Pre-release case study material (clean copy).

Calculator.

Candidate Name	Centre Number	Candidate Number												
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TIME 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the boxes above.
- Answer **all** questions.
- Write your answers, in blue or black ink, in the spaces provided on the question paper.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined pages at the back of this booklet.
- If you use these lined pages, you must write the question number next to your answer.
- Tell the invigilator if you do not have something that you need.
- You may use an approved calculator.

INFORMATION FOR CANDIDATES

- The number of marks available is given in brackets [] at the end of each question or part question.
- The quality of written communication will be taken into account in marking your answer to the question marked with an asterisk (*).
- The total number of marks for this paper is 100.

FOR EXAMINER'S USE	
1	
2	
3	
4	
TOTAL	

This question paper consists of 10 printed pages and 2 lined pages.

1 (a) Identify and describe **two** reasons why effective customer service is important.

Reason 1:
.....

Description:
.....

Reason 2:
.....

Description:
.....[4]

(b) Identify and explain **three** examples of good customer service practice from the case study.

Example 1:
.....

Explanation:
.....

Example 2:
.....

Explanation:
.....

Example 3:
.....

Explanation:
.....[6]

(c) What is meant by the term 'customer retention numbers were excellent' (**line 31**)?

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.....[2]

- 2 (a)** The organisers of the Cornish Holiday Park Awards (CHPA) ask holiday makers to nominate their favourite holiday park. Outline **one** advantage and **one** disadvantage to the CHPA of holiday makers filling out a nomination form on the Internet.

Advantage:

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Disadvantage:

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- (b)** The organisers of the CHPA used a mystery shopper to discover the standard of customer service in the holiday parks. Describe how the CHPA might have used a mystery shopper at LHP.

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[6]

- 3 (a) Identify and describe **three** acts or regulations that would protect customers of businesses such as LHP.

Act/Regulation 1:

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Description:

.....

Act/Regulation 2:

.....

Description:

.....

Act/Regulation 3:

.....

Description:

.....[6]

- (b) Identify and explain **two** ways in which LHP could measure its customer service performance.

Way 1:

.....

Explanation:

.....

.....

Way 2:

.....

Explanation:

.....

.....

.....[6]

- 4 (a) Identify and explain **three** implications for LHP of the local newspaper running a story about 'The Pool Pollution Peril' (**line 70**).

Implication 1:

.....

Explanation:

.....

Implication 2:

.....

Explanation:

.....

Implication 3:

.....

Explanation:

.....[6]

- (b) Identify and describe **three** actions that LHP could take to make sure that customer service at the swimming pool improves.

Action 1:

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Description:

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Action 2:

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Description:

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Action 3:

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Description:

.....[6]

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