

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced Subsidiary GCE

APPLIED BUSINESS

F243

UNIT 4: The Impact of Customer Service

Wednesday **14 JUNE 2006** Afternoon 1 hour 30 minutes

Additional materials:
 Pre-release case study (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 your 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 12 printed pages, 2 lined pages and 2 blank pages.

- 1 (a) Identify and describe **three** reasons why effective customer service is important to any business organisation.

Reason 1:

.....

Description:

.....

Reason 2:

.....

Description:

.....

Reason 3:

.....

Description:

.....[6]

(b) (i) Other than children, identify **three** different types of customer mentioned in the case study.

Type 1:

Type 2:

Type 3:[3]

(ii) For **two** of the types of customer, identified in **part bi**, explain how Frank's Books could provide good customer service.

Chosen Customer Type 1:

Explanation:

.....

.....

.....

Chosen Customer Type 2:

Explanation:

.....

.....

.....[4]

(c) Identify and explain **four** ways in which businesses can gather information on customers.

Way 1:

.....

Explanation:

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Way 2:

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Explanation:

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Way 3:

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Explanation:

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Way 4:

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Explanation:

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..... [12]

- (d) Discuss the possible consequences to Frank's Books if it did **not** become more focused on customer service.

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[12]

[Total: 37]

3 (a) Identify and explain **three** changes made by Frank's Books to cater for children.

Change 1:

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Explanation:

.....

Change 2:

.....

Explanation:

.....

Change 3:

.....

Explanation:

..... [6]

(b) State and explain **two** disadvantages to Frank's Books of specialising in the children's market.

Disadvantage 1:

.....

Explanation:

.....

Disadvantage 2:

.....

Explanation:

..... [4]

- 4 (a) State and explain **one** advantage and **one** disadvantage to Frank's Books of posting a newsletter to customers twice a year.

Advantage:

.....

Explanation:

.....

.....

.....

Disadvantage:

.....

Explanation:

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.....[6]

If you use these lined pages, you **must** write the question number next to your answer.

Lined area for writing answers, consisting of multiple horizontal dotted lines.

A series of horizontal dotted lines for writing.

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