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Centre Number						Candidate Number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

F243

APPLIED BUSINESS

Unit 4: The Impact of Customer Service

TUESDAY 12 JANUARY 2010: Morning

DURATION: 1 hour 30 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

Clean copy Case Study

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **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.**
- **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 (*).**

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1 (a) State FOUR reasons why effective customer service is important.

Reason 1: _____

Reason 2: _____

Reason 3: _____

Reason 4: _____

_____ [4]

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

Example 1: _____

Example 2: _____

Example 3: _____

[6]

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

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

[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: _____

Act/regulation 2: _____

Act/regulation 3: _____

[6]

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

Implication 1: _____

Implication 2: _____

[6]

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

[12]

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

3 (a) Describe how a suggestion box works.

[3]

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

Advantage 1: _____

Advantage 2: _____

[6]

(ii) State and explain TWO DISADVANTAGES to *Gary's Party Box* of using a suggestion box.

Disadvantage 1: _____

Disadvantage 2: _____

[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: _____

Way 2: _____

Way 3: _____

Way 4: _____

_____ [4]

(d) Other than a 'local newspaper advertisement', (line 33), state and explain FOUR ways in which *Gary's Party Box* could inform people about its move to new premises.

Way 1: _____

Explanation: _____

Way 2: _____

Explanation: _____

Way 3: _____

Explanation: _____

Way 4: _____

Explanation: _____

[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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