

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

F243

Candidates answer on the question paper

OCR Supplied Materials:

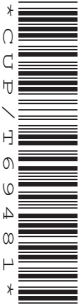
- Clean copy Case Study

Other Materials Required:

None

Thursday 8 January 2009
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.

Examiner's Use Only:			
1			
2			
3			
4			
5			
Total			

1 (a) Identify **two** characteristics of a typical customer of *The Hot Spot*.

Characteristic 1:

.....

Characteristic 2:

..... [2]

(b) Identify and describe **three** reasons why it is helpful for firms to identify different types of customer.

Reason 1:

.....

Description:

.....

Reason 2:

.....

Description:

.....

Reason 3:

.....

Description:

..... [6]

(c) Analyse the decision to target the sixth form students as potential customers of *The Hot Spot*.

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- 2 (a) Identify and explain **three** elements of excellent customer service which customers would expect from *The Hot Spot*.

Element 1:

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Explanation:

.....

Element 2:

.....

Explanation:

.....

Element 3:

.....

Explanation:

..... [6]

- (b) Identify **two** pricing strategies used by *The Hot Spot*.

Pricing strategy 1:

.....

Pricing strategy 2:

..... [2]

- (c) Give **three** reasons why businesses such as *The Hot Spot* use a range of pricing strategies.

Reason 1:

.....

Reason 2:

.....

Reason 3:

..... [3]

[Total: 11]

3 (a) Identify and explain **three** ways in which Michael could discover how the people of Moorton feel about *The Hot Spot*.

Way 1:

.....

Explanation:

.....

Way 2:

.....

Explanation:

.....

Way 3:

.....

Explanation:

..... [6]

(b) State and explain **two** reasons why Tracie carrying out an observation at Hardy's Health Spa is:

(i) a good idea;

Reason 1:

.....

Explanation:

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.....

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Reason 2:

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Explanation:

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..... [6]

(ii) a bad idea.

Reason 1:

.....

Explanation:

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Reason 2:

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Explanation:

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..... [6]

(c) Evaluate the possible effects that a letter in the Moorton Gazette complaining about *The Hot Spot* may have on the business.

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4 (a) Describe what is meant by a 'taster session' (see Fig. 2).

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..... [3]

(b) Identify and explain **two** reasons why offering taster sessions would be beneficial to *The Hot Spot*.

Reason 1:
.....

Explanation:
.....

Reason 2:
.....

Explanation:
..... [4]

(c) Describe how a loyalty card scheme might operate.

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..... [2]

(d*) Evaluate the extent to which a loyalty card scheme might increase customer numbers at *The Hot Spot*.

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..... [12]

[Total: 21]

5 (a) State and explain **three** effects that having an untidy reception area may have on *The Hot Spot*.

Effect 1:

.....

Explanation:

.....

Effect 2:

.....

Explanation:

.....

Effect 3:

.....

Explanation:

..... [6]

(b) Other than health and safety and data protection legislation, identify **three** laws that are relevant to a business such as *The Hot Spot*.

Law 1:

.....

Law 2:

.....

Law 3:

..... [3]

(c) Discuss the possible consequences to *The Hot Spot* if it does not become more focused on customer service.

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..... [12]

[Total: 21]

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