

**Tuesday 4 June 2013 – Morning**

**AS GCE APPLIED BUSINESS**

**F243/01** The Impact of Customer Service

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Clean copy Case Study

**Other materials required:**

None

**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, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.

1 (a) Identify and explain **three** reasons why effective customer service is important to a business such as *Chill Zone*.

1 .....

Explanation .....

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2 .....

Explanation .....

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3 .....

Explanation .....

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[6]

(b) Explain what is meant by 'a code of practice'.

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..... [2]

(c) State **two** reasons why a **customer** would be interested in *Chill Zone's* code of practice.

1 .....

2 .....

[2]

(d) State **two** reasons why an **employee** of *Chill Zone* would be interested in its code of practice.

1 .....

2 .....

[2]

(e) Identify from the case study **two** examples of good customer service at *Chill Zone* and explain how each benefits the business.

1 .....

Explanation .....

.....

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2 .....

Explanation .....

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[4]

**Question 2 begins on page 4**

2 (a) State what is meant by the term 'an external customer'.

.....  
..... [1]

(b) Aamina has decided to use the staff to ask customers how they feel about *Chill Zone*.

(i) Identify and explain **two** advantages to *Chill Zone* of the staff doing this.

1 .....

Explanation .....

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2 .....

Explanation .....

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[6]

(ii) Identify and explain **two** disadvantages to *Chill Zone* of the staff doing this.

1 .....

Explanation .....

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2 .....

Explanation .....

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[6]

(c)\* Discuss how using feedback will help *Chill Zone* improve its levels of customer service. [12]

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**Question 3 begins on page 8**

3 (a) Identify and explain **two** implications for *Chill Zone* of breaking the Health and Safety at Work Act.

1 .....

Explanation .....

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2 .....

Explanation .....

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[4]

(b) *Chill Zone* would need to collect personal information from customers so that a newsletter could be emailed or posted to them.

Analyse the implications for *Chill Zone* of obtaining and keeping personal information about its customers. [9]

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(c) Outline **two** reasons why training would be important in order to maintain high levels of customer service at *Chill Zone*.

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2 .....

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[6]

(d) State **four** criteria which *Chill Zone* could use to assess its levels of customer service.

1 .....

2 .....

3 .....

4 .....

[4]

- 5 (a) Aamina has decided to act on Sam’s suggestion and create a website to help improve customer service at *Chill Zone*.

State **two** ways in which a website could help *Chill Zone* improve its customer service.

1 .....

2 ..... [2]

- (b) (i) Identify and explain **two** benefits to **Chill Zone** of the introduction of a loyalty card scheme.

1 .....

Explanation .....

.....

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2 .....

Explanation .....

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..... [4]

- (ii) Identify and explain **one** benefit to a **customer** of *Chill Zone* if it were to introduce a loyalty card scheme.

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Explanation .....

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..... [2]

- (c) Evaluate whether the adoption of the different pricing strategies identified in Appendix A of the case study would give *Chill Zone* a competitive advantage. [12]

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