

**Wednesday 11 January 2012 – Afternoon**

**AS GCE APPLIED BUSINESS**

**F243**      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 **20** pages. Any blank pages are indicated.

1 (a) State **four** reasons why effective customer service is important to a business.

Reason 1: .....

.....

Reason 2: .....

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Reason 3: .....

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Reason 4: ..... [4]

(b) Identify and describe **four** specific customer needs which a business should satisfy.

Need 1: .....

Description: .....

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Need 2: .....

Description: .....

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Need 3: .....

Description: .....

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Need 4: .....

Description: .....

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[8]

(c) Using information from the case study, identify the **three** different types of customer who shop at *Floors & More Floors (F & MF)*.

Type 1: .....

Type 2: .....

Type 3: ..... [3]



Ruled lines for writing.

[12]

[Total: 27]

2 (a) Identify and explain **two** ways in which a high level of staff turnover could affect a **business**.

Way 1: .....

Explanation: .....

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Way 2: .....

Explanation: .....

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..... [4]

(b) Identify and explain **two** ways in which a high level of staff turnover could affect the **customers** of a business.

Way 1: .....

Explanation: .....

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Way 2: .....

Explanation: .....

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..... [4]









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[9]

[Total: 29]

**3** (a) State **three** reasons why a customer service policy is an example of good customer service at a business such as *F & MF*.

Reason 1: .....  
.....

Reason 2: .....  
.....

Reason 3: .....  
.....

[3]

(b) The owners of *F & MF* used mystery shoppers to find out about the standard of customer service in the shop.

(i) Identify and explain **two** advantages to a business of using a mystery shopper.

Advantage 1: .....

Explanation: .....

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Advantage 2: .....

Explanation: .....

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[6]

(ii) Identify and explain **two** disadvantages to a business of using a mystery shopper.

Disadvantage 1: .....

Explanation: .....

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Disadvantage 2: .....

Explanation: .....

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[6]

(c) Other than a mystery shopper, state and explain **four** ways in which Andy and Susan could find out how customers feel about the standard of customer service at *F & MF*.

Way 1: .....

Explanation: .....

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Way 2: .....

Explanation: .....

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Way 3: .....

Explanation: .....

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Way 4: .....

Explanation: .....

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..... [8]

(d) State **three** reasons why customer feedback is important to a business.

Reason 1: .....

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Reason 2: .....

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Reason 3: .....

..... [3]

[Total: 26]

4 (a) (i) Name the Act which Leroy has broken when dealing with stock.

Act: ..... [1]

(ii) Explain why such actions broke this Act.

Explanation: .....

..... [1]

(b) (i) Name the Act which was broken when damaged stock was sold as perfect stock.

Act: ..... [1]

(ii) Explain why this action broke this Act.

Explanation: .....

..... [1]

[Total: 4]

- 5 (a) One way of assessing the quality and effectiveness of customer service is in terms of value for money.

What is meant by the term 'value for money'?

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..... [2]

- (b) Other than value for money, evaluate criteria which *F & MF* could use to assess the quality and effectiveness of its customer service.

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**[Total: 14]**

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