

# OCR

Oxford Cambridge and RSA

## Tuesday 24 May 2016 – Afternoon

### AS GCE APPLIED BUSINESS

F243/01 The Impact of Customer Service

Candidates answer on the Question Paper.

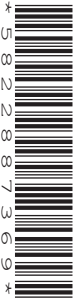
**OCR supplied materials:**

- 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 the question marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.

Answer **all** the questions.

1 (a) (i) From the case study, identify **four** examples of **good** customer service at *VVE*.

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2 .....

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3 .....

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4 .....

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[4]

(ii) From the case study, identify **four** examples of **poor** customer service at *VVE*.

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[4]

(b) Explain **three** reasons why effective customer service is important to *VVE*.

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[6]

(c) (i) State **three** reasons why a **customer** might be interested in *VVE*'s code of practice.

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[3]

(ii) State **three** reasons why a *VVE* **employee** might be interested in its code of practice.

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[3]







(c) Explain **four** benefits to *VVE* of collecting feedback from its customers.

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[8]











4 (a) Identify **three** appropriate organisations from which Mr James could seek advice if Vanessa does not satisfactorily resolve his complaint.

1 .....

2 .....

3 .....

[3]

(b) Identify and describe **four** Acts or regulations which would protect external customers of businesses such as *VVE*.

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[8]





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