

Candidate forename						Candidate surname					
Centre number						Candidate number					

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

F243

APPLIED BUSINESS

The Impact of Customer Service

TUESDAY 11 JANUARY 2011: 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, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **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).**
- **Answer ALL the questions.**

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 is assessed in the question marked with an asterisk (*).**

1 (a) What is a customer?

_____ [1]

(b) Using information from the case study, identify FOUR examples of good customer service.

Example 1: _____

Example 2: _____

Example 3: _____

Example 4: _____

_____ [4]

[illegible]

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- 2 (a) Identify and describe TWO specific needs a customer would expect to be met by a business.

Need 1: _____

Description: _____

Need 2: _____

Description: _____

_____ [4]

- (b) Identify from the information in the case study, the FOUR ways which have been suggested to Dave in order to meet the changing needs of the customers of *Dave's Disks*.

Way 1: _____

Way 2: _____

Way 3: _____

Way 4: _____

_____ [4]

[illegible]

- 3 (a) Other than the Data Protection Act, identify and describe FOUR Acts or regulations with which businesses have to comply.

Act/regulation 1: _____

Description: _____

Act/regulation 2: _____

Description: _____

Act/regulation 3: _____

Description: _____

Act/regulation 4: _____

Description: _____

_____ **[8]**

[illegible]

[9]

- (c) If Dave had not satisfactorily resolved Mrs Edwards' complaint, identify THREE appropriate organisations from which she could have sought advice.

Organisation 1: _____

Organisation 2: _____

Organisation 3: _____

_____ [3]

[Total: 20]

- 4 (a) Give TWO reasons why customer feedback is important to a business.

Reason 1: _____

Reason 2: _____

_____ [2]

- (b) Other than a website, identify and describe FOUR methods which *Dave's Disks* could use to gain customer feedback.

Method 1: _____

Description: _____

Method 2: _____

Description: _____

Method 3: _____

Description: _____

Method 4: _____

Description: _____

[8]

- (c) State **THREE** principles of the Data Protection Act with which businesses such as *Dave's Disks* must comply when storing data collected about customers and potential customers.

Principle 1: _____

Principle 2: _____

Principle 3: _____

_____ [3]

- (d) If Dave decides to set up a new website to help improve his business:

- (i) state and explain **ONE ADVANTAGE** of using the website to gain customer feedback for *Dave's Disks*.

Advantage: _____

Explanation: _____

_____ [3]

- (ii) state and explain ONE DISADVANTAGE of using the website to gain customer feedback for *Dave's Disks*.

Disadvantage: _____

Explanation: _____

_____ [3]

[Total: 19]

- 5 Using information from the case study, outline THREE criteria which Dave could use to assess the level of the customer service provided by *Dave's Disks*.

Criterion 1: _____

Criterion 2: _____

Criterion 3: _____

[6]

6 Identify and explain THREE ways in which *Dave's Disks* could benefit from the training of its staff.

Way 1: _____

Explanation: _____

Way 2: _____

Explanation: _____

Way 3: _____

Explanation: _____

[6]

[illegible]

[illegible]

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