



Tuesday 3 June 2014 – 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	
-----------------------	--	----------------------	--

Centre number						Candidate number				
---------------	--	--	--	--	--	------------------	--	--	--	--

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.

2

- 1 (a) State what is meant by an external customer.

.....
 [1]

- (b) State **three** reasons why displaying a customer service policy is a way to present a positive image of *The Rustic Theatre (TRT)*.

1
 2
 3 [3]

- (c) State and explain **four** reasons why handling complaints in an effective manner is important to *TRT*.

1
 Explanation

 2
 Explanation

 3
 Explanation

 4
 Explanation

 [8]

(d)* Evaluate the extent to which becoming more focused on customer service is critical to *TRT*'s commercial success. [12]

[illegible]

[illegible]

- 2 (a) Tamina asked Marcus to get the other members of staff to talk to theatregoers as they left *TRT* in order to find out how they felt about their experience and the level of customer service which they received.

(i) Explain **two** advantages to *TRT* of using such a technique.

1

Explanation

.....

.....

2

Explanation

.....

.....

[6]

(ii) Explain **two disadvantages** to *TRT* of using such a technique.

1

Explanation

.....

.....

2

Explanation

.....

.....

[6]

- (b) Other than using members of staff to ask customers face-to-face, suggest **four** ways in which Tamina could find out how customers feel about *TRT*.

1

2

3

4

[4]

- (c)** Analyse possible reasons why Tamina may use a mystery shopper to judge the level of customer service at *TRT*. [9]

[illegible]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

(d) State **three** implications for *TRT* of it storing data.

- 1
- 2
- 3

[3]

- 3 (a) Name and describe **four** acts or regulations which would protect the customers of *TRT*.

1

Description

.....

.....

2

Description

.....

.....

3

Description

.....

.....

4

Description

.....

.....

[8]

- (b) Using information from the case study, identify **five** examples of poor customer service.

1

2

3

4

5

[5]

[illegible]

- 1
2
3
4 [4]

[4]

- 1
2
3
4 [4]

[4]

- [illegible]

[illegible]

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings present.

END OF QUESTION PAPER

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

15
BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.