



Oxford Cambridge and RSA

Thursday 4 June 2015 – 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.

1 (a) State what is meant by the term 'a customer'.

.....
.....

[1]

(b) State and explain **three** reasons why a high standard of customer service is important to *Fosegate Dental Practice (FDP)*.

1

Explanation

.....
.....

2

Explanation

.....
.....

3

Explanation

.....
.....

[6]

(c) Using information from the case study;

(i) identify **four** different external customer types.

1

2

3

4

[4]

(ii) identify **four** examples of good customer service currently provided by *FDP*.

1

2

3

4

[4]

(d) Other than those already implemented, identify **four** suggestions which have been made that will help to meet the needs of the customers of *FDP*.

1

2

3

4

[4]

2 (a)* Evaluate whether prioritising the introduction of a website would improve *FDP*'s overall customer service. [12]

(b) Give **four** reasons why customer feedback is important to *FDP*.

- 1
- 2
- 3
- 4

[4]

(c) State **three** types of questionnaire which could be used to gather feedback from *FDP*'s customers.

- 1
- 2
- 3

[3]

3 (a) Other than customer retention, give **five** examples of criteria which could be used by *FDP* to assess the quality and effectiveness of its customer service.

1

2

3

4

5

[5]

(b) Evaluate the extent to which the suggestion box is an appropriate technique to improve customer retention at *FDP*. [12]

4 (a) Analyse the consequences to *FDP* if a member of the team breaks the Data Protection Act. [9]

(b) Other than the Data Protection Act, name and describe **four** acts or regulations with which *FDP* must comply.

1

Description

.....

.....

Description

.....

3
Description

4

Description
.....
.....

5 (a) (i) State what is meant by a code of practice.

.....
.....

[1]

(ii) Explain how a code of practice could help *FDP* to improve its customer service.

.....
.....
.....
.....
.....
.....

[3]

(b) Other than a code of practice, state **four** techniques which *FDP* could use to improve its customer service.

1
2
3
4

[4]

(c) Suggest **four** appropriate sources of advice for customers who want to make complaints against *FDP*.

1
2
3
4

[4]

12

(d) State and explain **two** ways in which *FDP*'s customer service could be improved by the additional training of its staff.

1.....

Explanation

.....

2

Explanation

.....

.....

[4]

(e) Evaluate the contribution each member of the *FDP* team makes to *FDP*'s commercial success. [12]

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

END OF QUESTION PAPER

15

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

PLEASE DO NOT WRITE ON THIS PAGE



Oxford Cambridge and RSA

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.