



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.

2

Answer **all** the questions.

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

1 .....

2 .....

3 .....

4 .....

[4]

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

1 .....

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[4]

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

1 .....

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[6]

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

1 .....

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2 .....

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3 .....

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[3]

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

1 .....

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[3]

(d) Evaluate how Vanessa could encourage a more motivated and efficient workforce. [12]



2 (a) Vanessa is thinking about using her staff to ask customers, face to face, how they feel about *VVE*.

Explain **two** advantages to *VVE* of using **members of staff** to collect customer feedback.

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[6]

(b) Other than asking customers face to face, identify **four** methods which *VVE* could use to gather feedback from its customers.

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[4]

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

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[8]

(d)\* Evaluate criteria VVE could use to assess the quality of its customer service.

[12]



10

3 (a) Customers have an ethical duty to help *VVE* maintain a high level of customer service. One way of doing this would be to report out-of-date stock to a member of staff.

Explain **three** implications to *VVE* of its customers **not** fulfilling their ethical duties towards the business.

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[6]

(b) *VVE* would need to collect personal information from customers so that a newsletter could be emailed or posted to them.

Analyse the implications for *VVE* of obtaining and keeping personal information about its customers.

[9]

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12

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*.

1 .....

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[8]

5 Vanessa's main goal for VVE for next year is to win the town's 'Best Customer Service' award.

Evaluate whether or not Vanessa's goal is realistic.

[12]

**END OF QUESTION PAPER**

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