

OCR

Oxford Cambridge and RSA

Tuesday 24 May 2016 – Afternoon**AS GCE APPLIED BUSINESS****F243/01** The Impact of Customer Service

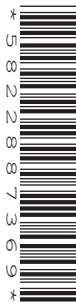
Candidates answer on the Question Paper.

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.

2

Answer **all** the questions.

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

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

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

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

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

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

[12]

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

[illegible]

- 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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(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]

[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- 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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- (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.

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[illegible]

12

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

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[3]

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

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- Evaluate whether or not Vanessa's goal is realistic.

[12]

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This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

END OF QUESTION PAPER

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