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Oxford Cambridge and RSA

**Friday 26 May 2017 – 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. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- Do **not** write in the barcodes.

**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) State what is meant by the term 'customer service'.

.....  
..... [2]

- (b) Using information from the case study:

- (i) identify **three** different types of external customer of *Belltop Library*

1 .....  
.....  
2 .....  
.....  
3 .....  
..... [3]

- (ii) identify **four** specific customer service needs of visitors to *Belltop Library*

1 .....  
.....  
2 .....  
.....  
3 .....  
.....  
4 .....  
..... [4]

3

(iii) identify **four** examples of poor customer service currently provided by *Belltop Library*.

- 1 .....
- .....
- 2 .....
- .....
- 3 .....
- .....
- 4 .....
- .....

[4]

(c) State and explain **two** impacts on *Belltop Library* of failing to meet the needs of its customers.

- 1 .....
- .....
- .....
- .....
- 2 .....
- .....
- .....
- .....

[4]

4

(d) State and explain **three** reasons why a high standard of customer service is important to Witshire Library Services.

1 .....

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2 .....

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3 .....

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[6]



Handwriting practice lines consisting of 25 horizontal dotted lines.

- 2 (a) State **four** reasons for using a market research agency to research and monitor the levels of customer service in an organisation.

1 .....

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2 .....

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3 .....

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4 .....

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[4]

- (b) Other than a 'comment box' or a 'comment book', state **three** methods *Belltop Library* could use to obtain feedback from staff/volunteers on the level of its customer service.

1 .....

2 .....

3 .....

[3]

- (c) State **four** benefits to Witshire Library Services of obtaining customer feedback.

1 .....

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2 .....

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3 .....

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4 .....

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[4]

3 (a) (i) State what is meant by a 'Customer Service Policy'.

.....  
 ..... [1]

(ii) Explain how a 'Customer Service Policy' could improve customer service at Witshire Library Services.

.....  
 .....  
 .....  
 .....  
 .....  
 ..... [3]

(b) Other than recording the number of complaints received, state **five** criteria which could be used by Witshire Library Services to assess the quality and effectiveness of its customer service.

1 .....  
 .....  
 2 .....  
 .....  
 3 .....  
 .....  
 4 .....  
 .....  
 5 .....  
 ..... [5]

- 4 (a) State **four** ways in which senior managers could contribute to the management of customer service in an organisation such as Witshire Library Services.

1 .....

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2 .....

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3 .....

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[4]

- (b)** Evaluate the extent to which training the volunteers could improve the quality of customer service at *Belltop Library*. [12]

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[illegible]

- 5 (a)** The aisles between the book racks in *Belltop Library* are too narrow for wheelchair access.

Analyse consequences to *Belltop Library* of being in breach of the Equality Act.

[9]

[illegible]

12

- (b) Other than the Equality Act, outline **four** Acts or regulations with which *Belltop Library* must comply.

1 .....

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2 .....

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3 .....

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4 .....

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[8]

- 6** Evaluate whether the replacement of *Belltop Library* with a mobile library service is likely to improve the level of customer service for the residents of Belltop. [12]

[illegible]

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.

**END OF QUESTION PAPER**



This image shows a blank sheet of white paper designed for writing. It features a series of evenly spaced horizontal blue lines across its entire width. A single vertical red line runs down the left side, creating a narrow margin. The paper is otherwise completely empty, with no text or markings.

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