



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.

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

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3

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[3]

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

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[4]

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

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[4]

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

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[4]

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

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[6]

(e)* Evaluate whether *Belltop Library*'s use of volunteers provides visitors with a high quality of customer service. [12]

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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[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.

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[3]

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

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[4]

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

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[1]

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

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[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.

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[5]

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

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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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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]

12

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

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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]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s).





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