1.17 Understanding and Meeting Customer Needs: 10-minute Pack

Total Marks

AQA 8132 · Calculators not allowed · about 10 minutes

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Short answers are acceptable for 1- and 2-mark questions. Show any working for calculation-style answers. Each question names the business used in that scenario.

1 Which one of the following best describes a 'need' as used in business when serving customers?

- ☐ A) A basic requirement customers must have met to use a product or service
- ☐ B) Any item a business wants to sell, whether useful or not
- ☐ C) A temporary marketing trend that businesses exploit
- ☐ D) The process of producing a good

(Total for Question 1 is 1 mark)

2 State one difference between goods and services that affects how a business can manage inventory, giving a short explanation in the context of a small online retailer.

(Total for Question 2 is 1 mark)

3 A hairdresser notices a rise in requests for a new short hairstyle trend. State two actions the hairdresser could take to meet this customer need.

(Total for Question 3 is 2 marks)

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4 State two likely immediate consequences for a bakery if it repeatedly sells stale bread to regular customers.

(Total for Question 4 is 2 marks)

5 Explain one reason why it is important for a local bakery (selling bread and cakes) to understand its customers' needs.

(Total for Question 5 is 3 marks)

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Mark scheme · 1.17 Understanding and Meeting Customer Needs: 10-minute Pack

Question 1

A cao **B1**

Answer: A

Question 2

one difference and explanation, eg goods can be stocked in a warehouse whereas services cannot, affecting inventory management **B1**

Answer: Goods can be stored in a warehouse and counted as inventory, whereas services cannot be stocked, so the online retailer must manage physical stock levels and reorder points for goods but cannot build inventory for services.

Question 3

one valid action, eg train staff in the new haircut technique **B1**

another valid action, eg update price lists or promote the new style to customers **B1**

Answer: Any two, e.g. train staff in the new cut; promote the new style and adjust appointment lengths or prices as needed.

Question 4

one immediate consequence, eg customers complain or ask for refunds **B1**

another immediate consequence, eg customers stop buying from the bakery that day or next time **B1**

Answer: Any two, e.g. customer complaints and refund requests; customers stop buying from the bakery, reducing immediate sales.

Question 5

identifies a reason, eg to make products customers want to buy **B1**

develops the point, eg matching products to taste, dietary needs or peak buying times **B1**

applies to the bakery, eg increasing daily sales and reducing unsold stock **B1**

Answer: To make products customers want to buy, for example adjusting recipes or offering morning items to match local tastes and peak times, which increases daily sales and reduces unsold waste for the bakery.

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