1.17 Understanding and Meeting Customer Needs: 30-minute Pack

Total Marks

AQA 8132 · Calculators not allowed · about 30 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 is a likely customer need for a small bakery supplying daily fresh bread in a UK town centre?

- ☐ A) Low-cost bulk storage for goods sold months later
- ☐ B) Freshness and availability of bread each morning
- ☐ C) Access to heavy industrial machinery on site
- ☐ D) International shipping to overseas customers

(Total for Question 1 is 1 mark)

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2 Which one of the following best describes why services are often consumed at the same time they are produced, in the context of a hairdresser or salon?

- ☐ A) Services are intangible and require the customer to be present for delivery
- ☐ B) Services are cheaper to produce than goods
- ☐ C) Services can be stored for later use
- ☐ D) Services do not require skilled staff

(Total for Question 2 is 1 mark)

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3 State two differences between a GOOD and a SERVICE, referring to their characteristics in a retail or local service context.

(Total for Question 3 is 2 marks)

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4 A hairdresser offers haircuts and finishing, while selling shampoos at the salon. Identify which element is a good and which is a service in this salon context.

(Total for Question 4 is 2 marks)

5 Consider a small online retailer selling home accessories. State whether the delivery of a physical cushion is a good or a service, and give one reason for your choice in the online retail context.

(Total for Question 5 is 2 marks)

6 State two customer needs a busy town-centre bakery must meet to keep regular morning trade.

(Total for Question 6 is 2 marks)

7 Explain one reason why it is important for a hairdresser in a busy high street salon to understand customers' needs.

(Total for Question 7 is 3 marks)

8 Explain why it is important for the town-centre bakery to understand the timing of customer demand during the day.

(Total for Question 8 is 3 marks)

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9 Explain why failing to meet customers' needs could reduce repeat custom for a hairdresser in a local neighbourhood salon.

(Total for Question 9 is 3 marks)

10 Analyse the likely consequences for a small online retailer of failing to meet customer needs for reliable delivery and accurate product descriptions. Use the online retailer context in your answer.

(Total for Question 10 is 6 marks)

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Mark scheme · 1.17 Understanding and Meeting Customer Needs: 30-minute Pack

Question 1

B cao **B1**

Answer: B

Question 2

A cao **B1**

Answer: A

Question 3

one valid difference, eg goods are tangible, services are intangible **B1**

another valid difference, eg goods can often be stored while services are consumed at the time of delivery **B1**

Answer: Any two differences, e.g. goods are tangible while services are intangible; goods can be stored but services are produced and consumed at the same time.

Question 4

service identified, eg the haircut is a service **B1**

good identified, eg the shampoo sold is a good **B1**

Answer: Haircut = service. Shampoo sold = good.

Question 5

identifies the cushion as a good **B1**

gives a reason, eg it is tangible and can be stored and shipped **B1**

Answer: The cushion is a good, because it is a tangible product that can be stored in a warehouse and shipped to customers.

Question 6

one valid need, e.g. consistent freshness of bread each morning **B1**

another valid need, e.g. quick service or short queues during peak times **B1**

Answer: Any two, e.g. fresh bread available each morning; quick service at busy times.

Question 7

identifies a reason, eg to provide the right style and quality of service **B1**

develops the point, eg tailoring service times, price and staff skills to customer preferences **B1**

applies to the salon, eg improving customer satisfaction and encouraging repeat bookings **B1**

Answer: To provide the right style and quality of service, for example tailoring appointment length, price and staff skills to customers preferences, which improves satisfaction and encourages repeat bookings at the salon.

Question 8

identifies a reason, eg to have items baked when customers want them **B1**

develops the point, eg matching production to peak times reduces waste and increases sales **B1**

applies to the bakery, eg baking extra before morning rush and fewer items midday saves cost and meets demand **B1**

Answer: So the bakery can bake products when customers are most likely to buy, for example producing more before the morning rush and fewer later, which reduces waste and increases sales.

Question 9

identifies consequence, eg customers will not return if needs are not met **B1**

develops the point, eg poor service or wrong style leads to dissatisfaction **B1**

applies to the salon, eg fewer repeat bookings reduce monthly revenue and harm reputation locally **B1**

Answer: If customers receive poor service or the wrong style they are unlikely to return, which reduces repeat bookings and monthly revenue and damages the salon's local reputation.

Question 10

Level 1 Simple points about consequences are made with limited application to the online retailer, such as stating customers may be unhappy or return items. **1-2**

Level 2 Developed points are given showing how unreliable delivery and inaccurate descriptions lead to returns, extra costs and lower satisfaction, with some specific reference to the retailer. **3-4**

Level 3 A clear chain of analysis links failing to meet needs to reduced sales, higher costs, poorer online ratings and long-term loss of customers, with balanced application to the retailer and consideration of knock-on effects. **5-6**

Indicative content:

- Unreliable delivery leads to late or lost parcels, causing customer dissatisfaction and immediate loss of the sale or returns.
- Inaccurate product descriptions increase the rate of returns and refunds, raising handling and postage costs for the retailer and reducing profit margins.
- Negative customer reviews and poor ratings on the website or marketplace reduce future customer trust and lower conversion rates.
- Higher customer service workload dealing with complaints increases staffing costs and diverts resources from growth activities.
- Over time, lower repeat purchases and harmful online reputation cause market share loss to competitors who meet delivery and description expectations.
- Short-term remedies, such as offering refunds or free returns, protect reputation but add cost; long-term investment in logistics may be needed to restore trust.

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