

# **Pearson BTEC Level 3**

## **Customer Service**

### **2014**

**Mark Scheme**

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**Sample Assessment Material**

**Unit 2: Understand the Customer Service Environment**

**Unit 5: Understand Customers and Customer Retention**

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## General Marking Guidance

- The total marks for this paper is 25 marks.
- This paper is a sample assessment to show examples of the types of questions learners will face in Unit 2 and Unit 5.
- There is **no** pass mark for this paper.
- Examiners should mark according to the mark scheme.

| <b>Question Number</b> | <b>Answer</b> | <b>Unit</b> | <b>Assessment Criteria</b> | <b>Total Mark</b> |
|------------------------|---------------|-------------|----------------------------|-------------------|
| 1                      | C             | U5          | 1.1                        | (1)               |
| 2                      | D             | U5          | 1.2                        | (1)               |
| 3                      | A             | U5          | 1.2                        | (1)               |
| 4                      | A             | U5          | 1.3                        | (1)               |
| 5                      | D             | U5          | 1.4                        | (1)               |
| 6                      | A             | U5          | 2.1                        | (1)               |
| 7                      | A             | U5          | 2.3                        | (1)               |
| 8                      | A             | U5          | 2.4                        | (1)               |
| 9                      | A             | U5          | 2.6                        | (1)               |
| 10                     | D             | U5          | 3.1                        | (1)               |
| 11                     | D             | U5          | 3.3                        | (1)               |
| 12                     | A             | U2          | 1.2                        | (1)               |
| 13                     | A             | U2          | 1.2                        | (1)               |
| 14                     | A             | U2          | 1.3                        | (1)               |
| 15                     | A             | U2          | 1.4                        | (1)               |
| 16                     | D             | U2          | 1.4                        | (1)               |
| 17                     | A             | U2          | 1.5                        | (1)               |
| 18                     | B             | U2          | 2.1                        | (1)               |
| 19                     | B             | U2          | 2.3                        | (1)               |
| 20                     | B             | U2          | 3.1                        | (1)               |
| 21                     | D             | U2          | 3.2                        | (1)               |
| 22                     | C             | U2          | 3.3                        | (1)               |
| 23                     | A             | U2          | 3.5                        | (1)               |
| 24                     | A             | U2          | 3.6                        | (1)               |
| 25                     | C             | U2          | 4.2                        | (1)               |

**Total = 25  
Marks**

