

Pearson BTEC (QCF)

Understand Customers

Level 2 – F/506/2131

2015 – Practice Test

Time: 35 minutes

Paper Reference

CS-2-08 PT

You must have:

Multiple choice answer sheet
Black pen

Instructions

- Use **black** ink or ball-point pen.
- Answer **all** questions.
- Encircle your answers on the separate answer sheet.

Information

- The total mark for this paper is 20.
- The marks for **each** question are shown in brackets.

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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1 Why do some customers expect social interactions to be adapted when receiving service?

Select **one** option.

(1)

- A They are new to the organisation
- B They are unsure which service to use
- C They have a loyalty card for the organisation
- D They have a different cultural background

2 How does service staff meeting their organisation's service level agreement affect customers?

Select **one** option.

(1)

- A Enhances customer loyalty
- B Increases demands placed on staff by customers
- C Increases the responsibilities of customers
- D Enhances the reputation of customers

3 Which of these is a method of attracting new customers?

Select **one** option.

(1)

- A Giving promotion to staff members
- B Increasing the price of branded goods
- C Holding a promotional event
- D Lowering the number of services available

4 This is a **two** part question. Please answer both parts.

(1)

(i) Which of these would contribute to customer dissatisfaction?

Select **one** option.

- A Reduced product range
- B Reduced advertising

(ii) Which of these is a sign that a customer is unhappy?

Select **one** option.

- A They shout at the person they are talking to
- B They face the person they are talking to

5 Which of these is an external customer for the staff of an organisation?

Select **one** option.

(1)

- A The finance manager
- B A sales assistant
- C The departmental supervisor
- D A client obtaining services

6 Customers have been complaining to staff that the organisation is charging an uncompetitive price for its services.

What is a potential consequence of this?

Select **one** option.

(1)

- A** Customers will recommend the service
- B** Staff will become demotivated
- C** Staff will be seen as competent
- D** Customers will have increased expectations

7 How does meeting customer expectations impact on an organisation's performance?

Select **one** option.

(1)

- A** Service level agreements will be harder to meet
- B** It will result in a competitive disadvantage
- C** Customer needs will be harder to understand
- D** It will result in a higher customer spend

8 An organisation promotes itself as being ethical. What will customers of this organisation expect?

Select **one** option.

(1)

- A** Products to be locally sourced
- B** Services to be value for money
- C** Different languages to be spoken
- D** Clear signage to be displayed

9 Which of these will help to keep existing customers?

Select **one** option.

(1)

- A** Targeting competitors' customers
- B** Adverts on competitor websites
- C** Competitive prices for services
- D** Pricing goods above those of competitors

10 How does an organisation's reputation for being the market leader affect customer perceptions?

Select **one** option.

(1)

- A** Demands will become unrealistic
- B** There will be a limited range of goods
- C** Prices will become uncompetitive
- D** There will be more complimentary services

- 11** A large numbers of customers have expressed dissatisfaction over the quality of service received.
What is a potential consequence of this?
- Select **one** option. (1)
- A** Reduced training needs
 - B** Reduced customer feedback
 - C** Motivated staff
 - D** Staff redundancies
- 12** An internal customer asks a colleague for information about the organisation's products.
What expectations of service will this customer have?
- Select **one** option. (1)
- A** That there will be a unique service offer
 - B** That there will be an understanding of systems
 - C** That their consumer rights will be protected
 - D** That there will be a discount offered on service
- 13** An organisation wishes to be known as having a professional image.
How will this affect customer perceptions?
- Select **one** option. (1)
- A** Their expectation of good service will increase
 - B** They will expect to spend less than previously
 - C** They will expect to be given a loyalty card
 - D** Their expectation of being asked their opinion will increase
- 14** An organisation increases its product range.
What effect will this have on its customers?
- Select **one** option. (1)
- A** Reduced confidence in product quality
 - B** Increased commitment to the organisation
 - C** Increased demand for promotional offers
 - D** Reduced expectations for quality service
- 15** Which of these is an indicator that a customer is having difficulty communicating with staff?
- Select **one** option. (1)
- A** Enthusiastic behaviour
 - B** Maintenance of eye contact
 - C** Distressed appearance
 - D** Open body language

16 Competition from other organisations has recently increased.
Which of these will help to secure customer loyalty in this situation?

Select **one** option.

(1)

- A** Reducing packaging
- B** Reducing product range
- C** Reduced advertising
- D** Reducing prices

17 Which of these will help to identify whether customers are unhappy with the services received from the organisation?

Select **one** option.

(1)

- A** Repeat purchases
- B** Recommendations to others
- C** Negative social media posts
- D** Negative comments about competitors

18 An organisation has a reputation for being environmentally friendly.
How does this affect customer perceptions?

Select **one** option.

(1)

- A** Increases expectation of unreliable products
- B** Increases opinion of the brand's image
- C** Increases awareness of the location
- D** Increases expectation for unbranded products

19 Which of these would help to identify a customer as being potentially challenging?

Select **one** option.

(1)

- A** Use of complimentary services
- B** Use of inappropriate language
- C** Use of formal language
- D** Use of social media

20 How does an organisation's reputation for ethical practices affect customer perceptions?

Select **one** option.

(1)

- A** They will expect competitors to behave in the same way
- B** They will expect large discounts on fair trade goods
- C** They will expect the organisation to respect the environment
- D** They will expect the organisation to have staff from many cultures

TOTAL FOR PAPER = 20 MARKS