

LEISURE STUDIES
Unit 2 A People Business

LS02

To be conducted between 15 May 2006 and 26 May 2006

For this paper you must have:

- four 8-page lined answer books, one for each task
- your preparatory folder

You may also use graph or plain paper to support your answers if you wish.

You may use a calculator.

Time allowed: 4 sessions of 1½ hours each

PREPARATORY FOLDERS MUST BE HANDED IN BY FRIDAY 12 MAY 2006

FOR RELEASE TO CANDIDATES FROM 15 MAY 2006

Instructions

- Do **not** write anything on this paper. It must be brought into each examination session 'clean'.
- Use blue or black ink or ball-point pen. Pencil, including colours, should only be used for drawing.
- Write the information required on the front of your answer books. The *Examining Body* for this paper is AQA. The *Paper Reference* is LS02.
- No materials from your preparatory folder are to be stuck into your answer books.
- Attempt **all** assignment tasks.
- Cross through any work you do not want marked.
- If you need extra paper, use additional answer sheets.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- Your preparatory folder will be returned to you at the start, and collected in at the end, of each examination session.
- You are reminded of the need for good English and clear presentation in your answers.

INSTRUCTIONS AND GUIDANCE FOR TEACHERS AND CANDIDATES TAKING EXTERNALLY ASSESSED ASSIGNMENTS

The externally assessed assignment

The assignment must be taken during the two-week assignment period. It may be taken as one six-hour session or in up to four 1½ hour sessions. Each session must be a multiple of 1½ hours.

Preparing for the assignment

Candidates will sit the assignment under examination conditions. The preparatory folder, which must contain only notes written by the candidate and material collected from the organisations studied, must be collected by the teacher **before** the two-week assignment period begins. The folder will be given out at the beginning of each controlled conditions session and be collected in with the scripts at the end of each session and kept securely by the teacher between sessions. Nothing may be added to the folder during the two-week assignment period and no other material may be taken into the examination session(s).

Writing the assignment under controlled conditions

The assignment consists of four tasks, each designed to be completed in 1½ hours. Each task is to be written in a new answer book. At the end of each 1½ hour session, the answer book containing one completed task will be collected and kept securely by the teacher until the end of the final session. No alterations or additions may be made to candidates' answers to each task once the session has ended.

At the end of the final (fourth) session, the four answer books for each candidate must be fastened together and sent to the designated examiner.

Controlled conditions sessions may be in any multiple of 1½ hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

One 6 hour session

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

Two 3 hour sessions

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

Four 1½ hour sessions

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

One 4½ and one 1½ hour session

or any other combination of four sessions in 1½ hour multiples.

Presentation of the assignment

- Keep strictly to the set tasks.
- You are advised that the completed assignment should be contained within a range of sixteen to twenty-four sides of written A4.

Attempt **all** assignment tasks.

Complete Assignment Task 1 during session 1.

THE ASSIGNMENT

Assignment Task 1: Provision for customer needs and expectations

For **one** leisure organisation that you have studied:

- (a) name the organisation, state its location, and give an outline of the products and services which it offers
(3 marks)
- (b) explain how the organisation uses physical **and** human resources to ensure that the welcome which it offers to customers creates a positive first impression
(9 marks)
- (c) evaluate the success of the technology used by the organisation to provide customers with:
- information and advice
 - help and assistance.
- (8 marks)

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: The development of customer service skills and their application

- (a) Explain how an organisation can benefit from a situation in which a customer makes a complaint.

(5 marks)

Study **Figure 1** on the opposite page, which is a letter from a dissatisfied customer to the manager of the UTM Cinema in Billing.

- (b) Explain how the manager of the cinema might deal with the complaints identified in the letter.

You should include:

- the response to the customer
- the action taken within the organisation.

(10 marks)

- (c) Describe how **one** organisation that you have studied tries to anticipate and head off complaints.

(5 marks)

Figure 1

10 Worktop Street
Billing
East Hampton
EP18 6LP

14 May 2006

The Manager
UTM Cinema
Billing
East Hampton
EP1 0DS

Dear Sir or Madam

I have just returned from visiting your cinema today and feel that I must draw your attention to a series of incidents that totally ruined my evening out.

I arrived at the cinema 10 minutes before the start of the 7.30 pm showing to find that the seat that I had booked was occupied by someone else. When I asked the person if they would move, they became very rude and uncooperative, so I called for an attendant.

'In order not to make a fuss,' as he put it, the attendant asked me if I would move to another seat, which I reluctantly did.

At the end of the film, as I got up to leave, I was horrified to find that I had been sitting on a piece of chewing gum which was now firmly stuck to my clothing.

I reported the incident to the attendant, who said that it was unfortunate, but there was nothing he could do about it.

I have been a regular visitor to your cinema since moving to this area, but have no intention of returning nor of recommending it to any of my friends and colleagues.

Yours faithfully

Ms T Carpenter

End of Assignment Task 2

Turn over ►

Complete Assignment Task 3 during session 3.

Assignment Task 3: Methods used to evaluate standards of customer service

Leisure organisations use ‘mystery shoppers’.

For **one** leisure organisation that you have studied:

- (a) produce a checklist of the key criteria to be used by a ‘mystery shopper’ as a means of evaluating the standards of customer service which the organisation is delivering.

Justify your choice of key criteria.

(10 marks)

- (b) make recommendations on how to maintain and, where necessary, improve the standards of customer service presently being offered by your chosen organisation, with reference to the key criteria on your checklist.

(10 marks)

End of Assignment Task 3

Complete Assignment Task 4 during session 4.

Assignment Task 4: The significance of product knowledge in providing customer service

Staff training on products and services is an essential element in all leisure organisations.

- (a) With reference to your research into **one or more** leisure organisations, analyse:
- the need for new staff to undergo induction training about the products and services which an organisation offers
 - the benefit to an organisation of on-going training for existing staff.
- (12 marks)*
- (b) Explain how a trained member of staff in **one** leisure organisation that you have studied can use selling skills when providing services to customers.

Make reference to the contribution which technology can make in this sales situation.

(8 marks)

End of Assignment Task 4

END OF ASSIGNMENT TASKS

There are no assignment tasks printed on this page