

LEISURE STUDIES
Unit 2 A People Business

LS02

To be conducted between 8 January 2007 and 19 January 2007

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 5 JANUARY 2007

FOR RELEASE TO CANDIDATES FROM 8 JANUARY 2007

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 to be 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 will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

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: Key principles of successful customer service

With reference to any **one** leisure organisation that you have studied:

- (a) describe its location and give an outline of the products and services that it offers *(2 marks)*
- (b) describe the contribution made by design planning to the quality of customer service provided. Your answer should include references to the following factors:
- the quality of access provided for customers
 - signs
 - lighting
 - ambience
- (10 marks)*
- (c) make reasoned recommendations on how the factors described in (b) might be developed to improve the quality of customer service.

Reference should be made to the use of technology where appropriate.

(8 marks)

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: Staff and their communication with customers

Using your research into any **one** leisure organisation:

- (a) explain the importance of staff communication with the organisation's customers.
Make reference to verbal and non-verbal communication *(6 marks)*
- (b) describe the present use made of technology to communicate information to the organisation's customers *(6 marks)*
- (c) comment on the effectiveness of these forms of communication with the organisation's customers. *(8 marks)*

End of Assignment Task 2

 Complete Assignment Task 3 during session 3.

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

Leisure organisations use a range of methods and techniques to find out whether customers are satisfied with the standard of customer service that they receive.

- (a) For any **one** leisure organisation that you have studied, describe **two** methods used to evaluate standards of customer service. Explain how effective the methods are in collecting the required information.

(8 marks)

- (b) **Figure 1** shows a summary of data collected during a recent survey of 100 customers and staff at the Bright Green Fitness Centre. In addition, a further survey was undertaken at the nearby Redwood Fitness Centre. The surveys were carried out by an independent research organisation. The rating scale was: 1 (poor) → 10 (excellent).

As manager of the Bright Green Fitness Centre, suggest the actions that you would take in response to the data. Justify your suggestions.

(12 marks)

Figure 1

Customer Service Quality Criteria	Bright Green Fitness Centre		Redwood Fitness Centre
	Customer	Staff	Customer
Range of activities offered	8	9	7
Appropriateness of activities for all ages	8	7	8
Friendliness and helpfulness of staff	7	10	9
Effectiveness of staff supervision	4	8	8
Quality of service at reception	3	10	8
Cleanliness of the environment in the centre	8	10	9
Quality of catering	8	8	7
Ease of finding centre	9	10	7
Adequate parking	8	8	10
Value for money	5	6	8

End of Assignment Task 3

Turn over ►

Complete Assignment Task 4 during session 4.

Assignment Task 4: Development of customer service skills and their application

- (a) Describe how the receptionist at a leisure centre should deal with **each** of the following situations. Your answer should include reasons why the suggested course of action would be taken.
- (i) A customer returns to the reception annoyed that his clothes are in his locker in the changing room and the key he was given will not open it.
 - (ii) An elderly customer approaches the receptionist claiming that she had spent only a few minutes in the swimming pool because the water was too cold. She demands a refund.
 - (iii) An adult couple present themselves at the reception with their young son, who is showing obvious signs of discomfort in and around his eyes. The family has just used the swimming pool and claims that the water has caused the problem.
- (10 marks)*
- (b) For **two** leisure organisations that you have studied, compare how effective they are in meeting the needs and expectations of customers with *specific needs*, such as those requiring wheelchair access, or those with sight/hearing impairments or learning difficulties.
- (10 marks)*

End of Assignment Task 4

END OF ASSIGNMENT TASKS

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