



General Certificate of Education
Advanced Subsidiary Examination
June 2010

Leisure Studies

LS02

Unit 2 A People Business

To be conducted between 10 May 2010 and 21 May 2010

For this paper you must have:

- four AQA 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 1 hour 30 minutes each

PREPARATORY FOLDERS MUST BE HANDED IN BY 7 MAY 2010

FOR RELEASE TO CANDIDATES FROM 10 MAY 2010

Instructions

- Do **not** write anything on this paper. It must be brought into each examination session 'clean'.
- Use black ink or black 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.
- Start each assignment task in a new answer book.
- Do all rough work in your answer book. Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- Your preparatory folder will be returned to you at the start, and collected 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 6 hour session or in up to four $1\frac{1}{2}$ hour sessions. Each session must be a multiple of $1\frac{1}{2}$ 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 $1\frac{1}{2}$ hours. Each task is to be written in a new answer book. At the end of each $1\frac{1}{2}$ 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 with the appropriate Centre Declaration Sheet, etc. The preparatory folders must be kept under secure conditions until after the Enquiries upon Results deadline. AQA may call for these preparatory folders to be made available at any time during this period.

Controlled conditions sessions may be in any multiple of $1\frac{1}{2}$ hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

1	2	3	4	One 6 hour session
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	
1	2	3	4	Two 3 hour sessions
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	
1	2	3	4	Four $1\frac{1}{2}$ hour sessions
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	
1	2	3	4	One $4\frac{1}{2}$ hour and one $1\frac{1}{2}$ hour session
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	

or any other combination of four sessions in $1\frac{1}{2}$ 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 A during session 1.

THE ASSIGNMENT

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

Question 1

Name **one** leisure organisation that you have studied.

0	1
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 Outline **two** different customer service situations where customers and staff interact at your chosen leisure organisation. *(2 marks)*

0	2
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 Explain how customer service skills can make a difference to the interactions in the two situations in

0	1
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. *(8 marks)*

Question 2

Leisure organisations and individual members of staff both need to evaluate customer service delivery.

0	3
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 Explain how staff can evaluate their own customer service delivery. *(10 marks)*

End of Assignment Task A

Turn over ►

Complete Assignment Task B during session 2.

Assignment Task B: Key principles of successful customer service

Question 1

0	4
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 With reference to **one** leisure organisation that you have studied, describe the procedures in place to deal with **one** aspect of health and safety. *(4 marks)*

0	5
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 Explain how these procedures improve the delivery of customer service. *(6 marks)*

Question 2

0	6
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 Evaluate the security measures at **one** leisure organisation that you have studied, and explain how they meet the needs of customers. *(10 marks)*

End of Assignment Task B

Complete Assignment Task C during session 3.

Assignment Task C: The importance of the customer to the leisure industry

- 0 7** Explain how customer loyalty and repeat business are being developed at **one** leisure organisation that you have studied. Provide examples to illustrate your answer. *(10 marks)*
- 0 8** Analyse how poor customer service can affect the public image of leisure organisations. *(10 marks)*

End of Assignment Task C

Turn over ►

Complete Assignment Task D during session 4.

Assignment Task D: Provision for customer needs and expectations

Question 1

“The manner in which we welcome our customers and provide a positive atmosphere determines their first impressions of us as an organisation.”

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Assess the extent to which **one** leisure organisation that you have studied creates a positive first impression. *(10 marks)*

Question 2

“There is greater participation in leisure by people with disabilities than ever before.”

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Explain how **one** leisure organisation that you have studied anticipates and meets the needs and expectations of its customers with disabilities. *(10 marks)*

End of Assignment Task D

END OF ASSIGNMENT TASKS

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