



General Certificate of Education
Advanced Subsidiary Examination
January 2011

Leisure Studies

LS02

Unit 2 A People Business

To be conducted between 10 January 2011 and 21 January 2011

For this paper you must have:

- four AQA 8-page lined answer books, one for each task
 - your preparatory folder
- You may use a calculator.

Time allowed

- 4 sessions of 1 hour 30 minutes each

PREPARATORY FOLDERS MUST BE HANDED IN BY 7 JANUARY 2011

FOR RELEASE TO CANDIDATES FROM 10 JANUARY 2011

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 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 in at the end, of each examination session.
- In Assignment Task B, Question

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, 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 in this Assignment Task.

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 $4\frac{1}{2}$ 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: Key principles of successful customer service / Staff and their communication with customers

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

Describe **two** ways in which design planning in your chosen organisation has anticipated customer needs. Explain how meeting these needs may limit the number of dissatisfied customers. *(8 marks)*

0	2
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When telephoning some leisure organisations, customers hear an automated reply.

Discuss the strengths and weaknesses of automated telephone answering services as a method of communicating with customers. *(12 marks)*

End of Assignment Task A

Turn over ►

Complete Assignment Task B during session 2.

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

0 3 Name **one** leisure organisation that you have studied.

Explain how this leisure organisation's customer service could provide it with a competitive edge over other leisure organisations. *(8 marks)*

0 4 For **two** leisure organisations that you have studied, compare the extent to which providing good customer service has encouraged a well-motivated and efficient workforce.

Answer this part of the Assignment Task in continuous prose. The quality of written communication in your answer will be assessed. *(12 marks)*

End of Assignment Task B

Complete Assignment Task C during session 3.

Assignment Task C: Different methods used to evaluate standards of customer service

0 5

An exit survey of customers leaving a leisure organisation is a way to obtain information about their experiences. This enables the organisation to evaluate its customer service provision.

Write **four** questions for an exit survey. Explain how the answers would help the organisation to evaluate its customer service provision. *(12 marks)*

0 6

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

Explain the advantages for that leisure organisation of using a 'focus group' to plan and prepare future customer service. *(8 marks)*

End of Assignment Task C

Turn over ►

Complete Assignment Task D during session 4.

Assignment Task D: The development of customer service skills

0 7 Leisure staff, including waiters, require a number of customer service skills.



Explain how different types of customer service skill can contribute to successful staff - customer interaction. (8 marks)

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Customer service is not just about meeting the needs and expectations of the customer; at times, it requires creative thinking to anticipate problems and to deliver solutions.

You are a newly appointed duty manager of a sports museum. You have just found out that on the following day a large school party of 100 children will visit the museum, and a number of issues have come up.

Issues on the day of the visit

- At 11am, you are due to officially open the new museum extension covering USA sports. There will be an additional charge on top of the normal admission to visit the US sports extension but, owing to an administrative error, this charge has not been publicised.
- San Diego Chargers American football club are on a European promotional tour and have asked whether their 60-strong team can visit in the morning.
- You have learnt that there is going to be considerable media interest in the visit of the US football team, and TV and national newspapers are going to be present.
- The café is due to be closed all day for a health and safety inspection which needs to be carried out within the next three weeks.
- The school is unaware of the extra charge to visit the US sports extension.

Consider the issues outlined above.

Explain the actions that you would take as duty manager to win over your customers and to head off potential complaints. (12 marks)

End of Assignment Task D

END OF ASSIGNMENT TASKS

There are no assignment tasks printed on this page

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