

**ADVANCED SUBSIDIARY GCE UNIT
LEISURE STUDIES**

G182

Unit 3: Leisure Industry Practice
TUESDAY 12 JUNE 2007

Morning

Time: 1 hour 30 minutes

Candidates answer on the question paper.
Additional materials:
Pre-release case study material (clean copy).



Candidate
Name

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the boxes above.
- Answer **all** the questions.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined page at the back of this booklet.
- If you use this lined page, you **must** write the question number next to your answer.
- Do **not** write in the bar code.
- Do **not** write outside the box bordering each page.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 100.

FOR EXAMINER'S USE

1	
2	
3	
4	
5	
TOTAL	

This document consists of **11** printed pages and **1** lined page.

1 (a) C. C. Cinemas (CCC) operates the quality standard, Investors in People (IIP). State **two** features of the quality standard Investors in People (IIP).

- 1.....
.....
- 2.....
.....[2]

(b) List **four** criteria which may be used by the management of CCC to assess the suitability of one of its business systems.

- 1.....
- 2.....
- 3.....
- 4.....[4]

(c) A new attraction that CCC is planning to introduce is the film 'sing-along' night.

Carry out a safety and security risk assessment, **excluding theft**, for this activity.

In the risk assessment you must:

- Identify **two** hazards
- Rate probability of the risk on a scale of **1** (low) to **5** (high)
- Rate the risk on a severity of **1** (low) to **5** (high)
- Identify who is most likely to be harmed
- Indicate a possible consequence should each hazard occur
- Propose a realistic measure to eliminate or reduce each risk.

Hazard	Severity rating 1–5 (1 = low, 5 = high)	Probability rating 1–5 (1 = low, 5 = high)	Who is most likely to be harmed	Consequence	Realistic Measure

[12]

[Total: 22]

3 (a) Explain each of the following terms in relation to the proposed All American Experience facilities.

(i) Product life cycle

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.....[2]

(ii) Competitive pricing

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.....[2]

(iii) Direct marketing

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.....[2]

(b) Explain each of the following terms which have been used within the case study.

(i) Turnover (line 22)

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.....[2]

(ii) Gross Profit (line 22)

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.....
.....[2]

(iii) Depreciate (line 20)

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.....[2]

(iv) Capital (line 22)

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.....[2]

[Total: 18]

