

# ADVANCED SUBSIDIARY GCE LEISURE STUDIES

G182

Unit 3: Leisure Industry Practice

**TUESDAY 3 JUNE 2008** 

Morning
Time: 1 hour 30 minutes

Candidates answer on the question paper

Additional materials (enclosed): Clean copy Case Study

Additional materials (required):

None



| Candidate<br>Forename |  |  |  | Candidate<br>Surname |  |  |  |  |
|-----------------------|--|--|--|----------------------|--|--|--|--|
| Centre<br>Number      |  |  |  | Candidate<br>Number  |  |  |  |  |

#### **INSTRUCTIONS TO CANDIDATES**

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer all the questions.
- Do not write in the bar codes.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these pages must be clearly numbered.

#### **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                  |  |
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| 4                  |  |
| 5                  |  |
| TOTAL              |  |

| This document consists of 14 printed pages and 2 lined pages | ages |
|--|------|
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| Ext | reme | Adventure has achieved the Investors in People (IIP) quality standard.   |
|-----|------|--|
| (a) | (i)  | State <b>two</b> benefits <b>to the staff</b> of <i>Extreme Adventure</i> of having achieved the IIP quality standard. |
|     |      | Benefit 1:   |
|     |      |  |
|     |      | Benefit 2:   |
|     |      | [2]  |
|     | (ii) | State <b>two</b> benefits <b>to</b> Extreme Adventure of having achieved this quality standard.                        |
|     |      | Benefit 1:   |
|     |      |  |
|     |      | Benefit 2:   |
|     |      | [2]  |
| (b) |      | ne of the systems at <i>Extreme Adventure</i> are paper-based, but it is looking towards moving<br>I-based systems.    |
|     |      | cuss the benefits to Extreme Adventure of using IT-based systems rather than papered systems.                          |
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|     | [8]  |
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|     |  |
| (c) | Administration systems such as:  |
|     | booking systems;   |
|     | <ul><li>handling and recording money;</li><li>stock control;</li></ul>   |
|     | • maintenance;   |
|     | are important in any leisure organisation.   |
|     | Assess how the management of <i>Extreme Adventure</i> could use the information gained from <b>two</b> of these systems in its planning and decision-making. |
|     | System One:  |
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|     | Curatawa Tura  |
|     | System Two:  |
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|     | [8]  |

[Total: 20]

| 2 | (a) | Analyse how the Disability Discrimination Act (DDA) impacts on an organisation such as<br>Extreme Adventure. |
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**(b)** Extreme Adventure is aware of the need to review and keep its health and safety risk assessment procedures up to date. Below is an extract from the health and safety risk assessment.

Complete the health and safety risk assessment. You must:

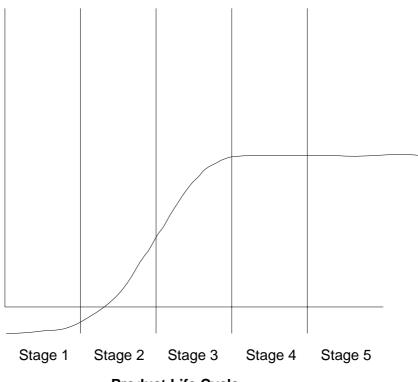
- rate the risk on severity of 1 (low) to 5 (high);
- identify who is most likely to be harmed;
- indicate a possible consequence should each hazard occur;
- propose a realistic measure to eliminate or reduce each risk.

[8]

| Hazard  | Probability rating 1–5 (1 = low, 5 = high) | Severity rating 1–5 (1=low, 5=high) | Who is<br>most likely<br>to be<br>harmed | Consequence | Realistic<br>measure |
|---|--|-------------------------------------|--|-------------|----------------------|
| Kayak<br>turning<br>upside<br>down                        | 4  |                                     |  |             |                      |
| Adverse<br>weather<br>conditions<br>during a<br>fell walk | 4  |                                     |  |             |                      |

| ) (1) | State <b>two</b> responsibilities that <b>employees</b> at <i>Extreme Adventure</i> have under the Health and Safety at Work Act.  |
|-------|--|
|       | Responsibility 1:  |
|       |  |
|       | Responsibility 2:  |
|       | [2]  |
| (ii)  | State <b>two</b> responsibilities that <i>Extreme Adventure</i> as an <b>employer</b> has under the Health and Safety at Work Act. |
|       | Responsibility 1:  |
|       |  |
|       | Responsibility 2:  |
|       | [2]  |
|       | [Total: 20]  |

3



**Product Life Cycle** 

| (a) | (i)  | Name the <b>five</b> stages of the product life cycle as shown on the diagram above.                                |
|-----|------|---|
|     |      | Stage 1:  |
|     |      | Stage 2:  |
|     |      |   |
|     |      | Stage 3:  |
|     |      | Stage 4:  |
|     |      | Stage 5:[5]   |
|     | (ii) | State at which stage of the product life cycle the aerial ropes course at <i>Extreme Adventure</i> would be placed. |
|     |      |   |

| (b) | Extreme Adventure will take into account both internal and external influences on its business |
|-----|--|
|     | through the use of a SWOT analysis.  |

## Identify two:

- **s**trengths;
- weaknesses;
- **o**pportunities;
- threats;

which are likely to affect Extreme Adventure.

[8]

| <b>S</b> trengths     | Weaknesses |
|-----------------------|------------|
| 1:                    | 1:         |
| 2:                    | 2:         |
|                       |            |
| <b>O</b> pportunities | Threats    |
| Opportunities  1:     | 1:         |
|                       |            |

| (c) | Discuss how Extreme Adventure could use pricing strategies as an element of its marketing mix. |
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[Total: 22]

**4 (a)** A business such as *Extreme Adventure* uses a range of financial documents and terms such as balance sheets, profit and loss accounts and cash flow forecasts which contain specialist financial terminology.

Explain **each** of the following financial terms:

- creditors as shown on a balance sheet;
- net profit as shown in a profit and loss account;
- revenue as shown in a cash flow forecast.

[6]

| Financial Term | Explanation |  |
|----------------|-------------|--|
| Creditors      |             |  |
|                |             |  |
|                |             |  |
|                |             |  |
|                |             |  |
| Net Profit     |             |  |
|                |             |  |
|                |             |  |
|                |             |  |
|                |             |  |
| Revenue        |             |  |
|                |             |  |
|                |             |  |
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| (b) | Assess the importance of budgeting to a leisure organisation such as Extreme Adventure. |
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| (c) | Extreme Adventure has experienced some cash flow problems (see Fig. 2). Analyse the possible reasons for these cash flow problems. |
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[Total: 20]

| Leisure organisations such as <i>Extreme Adventure</i> must monitor its progress and success. It can use a wide range of methods to help in this process. |   |  |
|---|---|--|
| (a)   | Suggest two qualitative methods that Extreme Adventure could use.   |  |
|   | Method 1:   |  |
|   |   |  |
|   | Method 2:   |  |
|   | [2]   |  |
| (b)   | Discuss a suitable promotional strategy that <i>Extreme Adventure</i> could develop to encourage greater usage of the centre during off peak times. |  |
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5

| (c) | Analyse how the Children Act impacts on leisure organisations such as Extreme Adventure. |
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|     | [Total: 18]  |

| If you use these lined pages you <b>must</b> write the question number next to your answer. |  |  |  |  |
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