

**ADVANCED SUBSIDIARY GCE**  
**LEISURE STUDIES**

Unit 3: Leisure Industry Practice

**G182**

Candidates answer on the question paper

**OCR Supplied Materials:**

- Clean copy Case Study

**Other Materials Required:**

None

**Monday 1 June 2009**
**Afternoon**
**Duration:** 1 hour 30 minutes


Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number			
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**INSTRUCTIONS TO CANDIDATES**

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- This document consists of **16** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
4			
5			
<b>Total</b>			

- 1 *Holbeck* is working towards the Investors in People quality system (IIP).

- (a) State the **three** key principles of the IIP quality system.

Principle 1: .....

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Principle 2: .....

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Principle 3: .....

..... [3]

- (b) Often there are difficulties in achieving IIP status.

State **three** possible difficulties that *Holbeck* may have in achieving this quality system.

Difficulty 1: .....

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Difficulty 2: .....

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Difficulty 3: .....

..... [3]

- (c) A major source of income is secondary spending within the range of shops throughout the museum.

The stock within these shops is monitored through an electronic stock control system.

Outline **four** advantages to *Holbeck* of an electronic stock control system.

Advantage 1: .....

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Advantage 2: .....

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Advantage 3: .....

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Advantage 4: .....

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[8]

[Total: 14]

- 2 (a) Holbeck is aware of the need to review and keep up to date its health and safety risk assessment procedures.

What is meant by each of the following terms associated with risk assessment:

risk; .....

.....

hazard. ....

..... [2]

- (b) The risk assessment process is made up of a number of key stages.

Identify **four** of these stages.

Stage 1: .....

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Stage 2: .....

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Stage 3: .....

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Stage 4: .....

..... [4]

- (c) Analyse how the Health and Safety at Work Act could impact on a leisure organisation such as *Holbeck*.

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- (d) Evaluate the implications of the Data Protection Act for a leisure organisation such as Holbeck.

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[8]

[Total: 20]

- 3 (a) *Holbeck* takes into account both the internal and external influences on its business through the use of a SWOT analysis.

Identify **two**:

- weaknesses;
- opportunities;
- threats;

which are likely to affect *Holbeck*.

[6]

<b>Strengths</b>	<b>Weaknesses</b>
1: Car parking for both cars and coaches.  2: Unique – only facility that shows living representation.	1: .....  .....  2: .....  .....
<b>Opportunities</b>	<b>Threats</b>
1: .....  .....  2: .....  .....	1: .....  .....  2: .....  .....

- (b) Discuss the current marketing mix of *Holbeck*.

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[8]

**[Total: 14]**

- 4 To help monitor its finances, there is a master budget for *Holbeck* with each key area having a separate divisional budget.

(a) Discuss how the process of budgeting could assist *Holbeck* with its financial planning.

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**10**

- (b) *Holbeck* experiences cash-flow problems. *Holbeck's* management is reviewing the usefulness of its cash-flow forecasts.

- (i) Explain **three** functions of a cash-flow forecast.

Function 1: .....

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Function 2: .....

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Function 3: .....

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[6]

- (ii) Discuss the possible reasons for the cash-flow problems experienced by *Holbeck* and suggest ways in which its cash-flow could be improved.

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[Total: 24]

**12**

- 5 Leisure organisations such as *Holbeck* must monitor their progress and success and to do so they collect information and feedback from customers.
- (a) In the feedback collected from its customers, price is a key issue at *Holbeck*. Evaluate the suitability of *Holbeck's* pricing strategies in attracting repeat customers.
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[10]

- (b) *Holbeck* uses a range of promotional techniques including sponsorship, public relations and advertising.

Discuss the usefulness of **two** of these promotional techniques to an organisation such as *Holbeck*.

Chosen promotional technique 1: .....

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Chosen promotional technique 2: .....

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- (c) Assess how *Holbeck* could use market research methods in order to develop a new exhibition to meet customer needs.

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[Total: 28]

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