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Centre Number						Candidate Number				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED SUBSIDIARY GCE**

G182

LEISURE STUDIES

Unit 3: Leisure Industry Practice

MONDAY 1 JUNE 2009: Afternoon

DURATION: 1 hour 30 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper

OCR SUPPLIED MATERIALS:

Clean copy Case Study

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **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.**
- **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.**

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

(a) State the **THREE** key principles of the IIP quality system. [3]

Principle 1: _____

Principle 2: _____

Principle 3: _____

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

State **THREE** possible difficulties that **Holbeck** may have in achieving this quality system. [3]

Difficulty 1: _____

Difficulty 2: _____

Difficulty 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. [8]

Advantage 1: _____

Advantage 2: _____

Advantage 3: _____

Advantage 4: _____

[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: [2]

risk; _____

hazard. _____

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

Identify **FOUR** of these stages. [4]

Stage 1: _____

Stage 2: _____

Stage 3: _____

Stage 4: _____

(c) Analyse how the Health and Safety at Work Act could impact on a leisure organisation such as Holbeck. [6]

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

<u>Strengths</u>	<u>Weaknesses</u>
<p data-bbox="97 248 730 398">1: Car parking for both cars and coaches.</p> <p data-bbox="97 674 778 831">2: Unique – only facility that shows living representation.</p>	<p data-bbox="820 248 1490 300">1: _____</p> <p data-bbox="820 398 1490 405">_____</p> <p data-bbox="820 504 1490 510">_____</p> <p data-bbox="820 609 1490 616">_____</p> <p data-bbox="820 674 1490 725">2: _____</p> <p data-bbox="820 824 1490 831">_____</p> <p data-bbox="820 929 1490 936">_____</p> <p data-bbox="820 1034 1490 1041">_____</p>
<u>Opportunities</u>	<u>Threats</u>
<p data-bbox="97 1227 767 1279">1: _____</p> <p data-bbox="97 1377 767 1384">_____</p> <p data-bbox="97 1482 767 1489">_____</p> <p data-bbox="97 1588 767 1594">_____</p> <p data-bbox="97 1659 767 1711">2: _____</p> <p data-bbox="97 1809 767 1816">_____</p> <p data-bbox="97 1915 767 1921">_____</p> <p data-bbox="97 2020 767 2027">_____</p>	<p data-bbox="820 1227 1490 1279">1: _____</p> <p data-bbox="820 1377 1490 1384">_____</p> <p data-bbox="820 1482 1490 1489">_____</p> <p data-bbox="820 1588 1490 1594">_____</p> <p data-bbox="820 1659 1490 1711">2: _____</p> <p data-bbox="820 1809 1490 1816">_____</p> <p data-bbox="820 1915 1490 1921">_____</p> <p data-bbox="820 2020 1490 2027">_____</p>

[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. [8]

(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. [6]

Function 1: _____

Function 2: _____

Function 3: _____

(ii) Discuss the possible reasons for the cash-flow problems experienced by Holbeck and suggest ways in which its cash-flow could be improved. [10]

[Total: 24]

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. [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. [10]

Chosen promotional technique 1:

Chosen promotional technique 2:

[Total: 28]



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