

<b>Candidate forename</b>		<b>Candidate surname</b>	
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<b>Centre number</b>						<b>Candidate number</b>				
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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS  
ADVANCED SUBSIDIARY GCE**

**G182**

**LEISURE STUDIES**

**Leisure Industry Practice**

**THURSDAY 13 JANUARY 2011: Morning**

**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, centre number and candidate number in the boxes on the first page. Please write clearly and in capital letters.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **Read each question carefully. Make sure you know what you have to do before starting your answer.**
- **Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).**
- **Answer ALL the questions.**

## **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.**
- **The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (\*).**

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**1 Super Splash is looking to achieve the QUEST quality award.**

**(a) Identify the TWO distinct categories of the QUEST quality award.**

**1:** \_\_\_\_\_

**2:** \_\_\_\_\_ **[2]**

**(b) Identify and explain TWO benefits of the QUEST quality award to a LEISURE ORGANISATION such as Super Splash.**

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[4]**

**(c) Identify and explain TWO benefits of the QUEST quality award to CUSTOMERS of a leisure organisation such as Super Splash.**

**1:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **[4]**

**[Total: 10]**

**2 As part of the health and safety procedures throughout the facility, it is important that Super Splash follows the Regulations laid down in relation to the Control of Substances Hazardous to Health (COSHH).**

**(a) Discuss how the COSHH regulations impact on a leisure organisation such as Super Splash.**

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**(b) Identify TWO responsibilities which a leisure organisation such as Super Splash has under the Health and Safety at Work Act.**

**1:** \_\_\_\_\_

\_\_\_\_\_

**2:** \_\_\_\_\_

\_\_\_\_\_ **[2]**

**(c) The management of Super Splash is aware of the need to review and keep up to date its health and safety risk assessment procedures. Opposite is an extract from a health and safety risk assessment for the water park.**

**Complete this health and safety risk assessment.  
You must:**

- **identify the probability of each hazard**
- **identify the severity if each did occur**
- **indicate ONE possible consequence should each hazard occur**
- **identify ONE realistic measure**

**[8]**

**[Total: 20]**



HAZARD	PROBABILITY RATING 1–5 (1=low, 5=high)	SEVERITY RATING 1–5 (1=low, 5=high)	WHO IS MOST LIKELY TO BE HARMED	CONSEQUENCE	MEASURE
Excess water on the floor of the viewing area			Spectator		
Unaccompanied toddler in the wave pool			Toddler		

**3 Super Splash takes into account both internal and external influences on its business through the use of SWOT and PEST analysis.**

**(a) Identify TWO:**

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**

**which are likely to affect Super Splash.**

<b>Strengths</b>	<b>Weaknesses</b>
<p><b>1.</b> _____          _____          _____</p> <p><b>2.</b> _____          _____          _____</p>	<p><b>1.</b> _____          _____          _____</p> <p><b>2.</b> _____          _____          _____</p>
<b>Opportunities</b>	<b>Threats</b>
<p><b>1.</b> _____          _____          _____</p> <p><b>2.</b> _____          _____          _____</p>	<p><b>1.</b> _____          _____          _____</p> <p><b>2.</b> _____          _____          _____</p>

[8]

**(b) The SWOT analysis will feed into Super Splash's marketing strategy.**

**Discuss how the management of Super Splash can use its SWOT analysis in order to improve its marketing strategy over the next 12 months.**

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[10]

[Total: 18]

**4 Leisure organisations such as Super Splash use a range of financial documents to assist financial planning.**

**(a) Super Splash has to produce an annual balance sheet. State FOUR items which would normally be listed on the balance sheet of a limited company.**

**1:** \_\_\_\_\_

**2:** \_\_\_\_\_

**3:** \_\_\_\_\_

**4:** \_\_\_\_\_ **[4]**

**(b) Assess how a balance sheet could help the management of Super Splash in its financial planning.**

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**(c) Administration systems such as:**

- **booking**
- **handling and recording money**
- **stock control**
- **maintenance**

**are important in any leisure organisation.**

**Assess how the management of Super Splash could use the information gained from TWO of these systems in decision making.**

**SYSTEM ONE: \_\_\_\_\_**

**SYSTEM TWO: \_\_\_\_\_**

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**5 Super Splash does not use market research methods in order to inform its marketing strategy.**

**(a) Explain what is meant by:**

**qualitative data**

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**quantitative data.**

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**[4]**

**(b)\* Evaluate TWO possible market research techniques Super Splash could use in order to gain appropriate information from existing and potential customers.**

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**(c) Price is a vital element of the marketing mix.  
Assess the pricing strategy used by Super Splash.**

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[8]

**(d) Discuss a suitable promotional strategy that Super Splash could develop in order to encourage greater usage of the facility during off-peak times.**

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