

**Wednesday 14 May 2014 – Morning**

**AS GCE LEISURE STUDIES**

**G182/01 Leisure Industry Practice**



Candidates answer on the Question Paper.

**OCR supplied materials:**

- Clean copy Case Study

**Other materials required:**

None

**Duration: 1 hour 30 minutes**



Candidate forename		Candidate surname	
--------------------	--	-------------------	--

Centre number						Candidate number			
---------------	--	--	--	--	--	------------------	--	--	--

**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- Do **not** write in the bar codes.

**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 (\*).
- This document consists of **16** pages. Any blank pages are indicated.

- 1 (a) Premier Karting maintains standards using the QUEST quality system.

Identify the **two** models of the QUEST quality system.

1 .....

2 .....

[2]

- (b) Describe **two** advantages of the QUEST quality system to a leisure organisation such as Premier Karting.

1 .....

.....

.....

2 .....

.....

.....

[4]

- 2 There are many aspects of health and safety legislation which impact on Premier Karting. One of these is the Health and Safety (First Aid) Regulations.

(a) (i) What are the key intentions of the Health and Safety (First Aid) Regulations?

.....  
.....  
.....  
.....

[2]

(ii) State **three** requirements of the Health and Safety (First Aid) Regulations.

- 1 .....
- 2 .....
- 3 .....

[3]

- (b) Premier Karting is aware of the need to review and keep up to date its health and safety risk assessment procedures.

Define **each** of the following terms:

- risk

.....  
.....  
.....  
.....

- hazard

.....  
.....  
.....  
.....

[4]

- (c) Brian and Ian are aware of the need to review and keep up to date Premier Karting's health and safety risk assessment. Below is an extract from the health and safety risk assessment for Premier Karting centre.

Complete this 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 by the hazard
- indicate **one** possible consequence should each hazard occur
- propose **one** realistic measure to eliminate or reduce each risk.

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	Realistic measure
A kart crashing into safety barrier	5				
Spillage of oil on the track	3				

[8]

- (d) Analyse how the Data Protection Act impacts on a leisure organisation such as Premier Karting.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

- 3 Leisure organisations such as Premier Karting should take into account both internal and external influences on the business through the use of a SWOT analysis and a PEST analysis.

(a) Identify two:

**Political**  
**Economic**  
**Social**  
**Technical**

factors which are likely to affect Premier Karting.

<b>Political</b>	<b>Economic</b>
1 .....	1 .....
.....	.....
2 .....	2 .....
.....	.....
<b>Social</b>	<b>Technical</b>
1 .....	1 .....
.....	.....
2 .....	2 .....
.....	.....

[8]

- (b) A balanced marketing mix is vital for any leisure organisation. Place is a key element in this mix.

Evaluate the impact of place on a leisure organisation such as Premier Karting.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

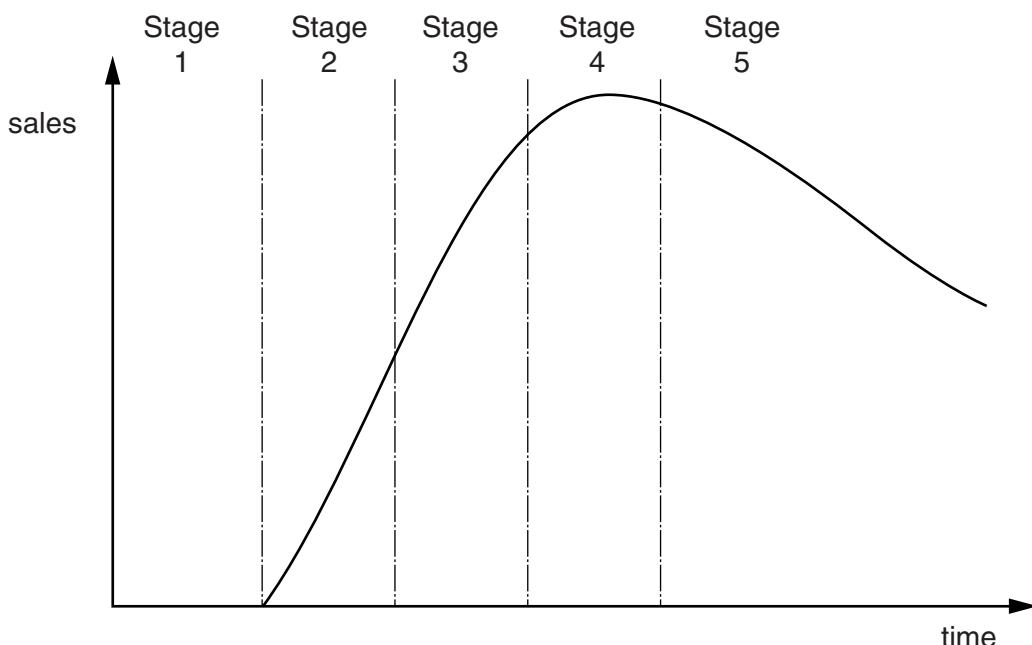
---

---

---

[8]

- (c) All products move through the product life cycle. The diagram below shows the five stages of the product life cycle.



Identify these five stages:

Stage 1 .....

Stage 2 .....

Stage 3 .....

Stage 4 .....

Stage 5 .....

[5]

- (d) Identify the stage in the product life cycle which Premier Karting has reached.

Give a reason for your answer.

Stage: .....

Reason: .....

.....

.....

.....

[2]

- 4 Brian has grown increasingly concerned by the profitability of Premier Karting. He believes that producing a forecast profit and loss account (income statement) will help Premier Karting to control its finances. Ian thinks that forecasting profit is a waste of time.

(a) Do you agree with Brian or Ian? Give reasons for your answer.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[8]

- (b) Assess the effectiveness of budgeting as a means of monitoring financial performance to a leisure organisation such as Premier Karting.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[6]

- 5 (a) Assess how the information gained from the online booking system could be used by Brian and Ian to support decision making at Premier Karting.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[10]

- (b) Security of ICT systems is vital to a leisure organisation such as Premier Karting.  
Assess ways in which the security of an ICT based system can be maintained.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[8]

**12**

- (c)\* The use of the Internet in recent years has made competition for retaining existing customers and finding new ones even more intense for a leisure organisation such as Premier Karting.

Other than changing place, recommend how Premier Karting could improve its marketing mix in order to compete more effectively with other leisure organisations. Give reasons for your recommendation(s).

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[10]

**13**

- (d) Brian and Ian are planning to conduct some market research to find out customer needs and expectations.

Should they use qualitative or quantitative methods in order to obtain this information? Give reasons for your answer.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

**[6]**

**END OF QUESTION PAPER**

**BLANK PAGE**

**PLEASE DO NOT WRITE ON THIS PAGE**

**PLEASE DO NOT WRITE ON THIS PAGE**

**PLEASE DO NOT WRITE ON THIS PAGE**



**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website ([www.ocr.org.uk](http://www.ocr.org.uk)) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.