

# Friday 15 May 2015 – 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:

**Duration:** 1 hour 30 minutes



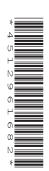
Candidate forename			Candidate surname			
Centre number			Candidate nu	ımber		

#### **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)	A customer charter sets out the standards for a leisure organisation regarding cust service. Hannah and Lizzy are considering drawing up their own customer charter.	omer
		Identify and explain <b>two</b> advantages of a customer charter to a leisure organisation such Blaxter's.	ch as
		1	
		2	
			[4]
	(b)	Suggest <b>two</b> possible standards that Blaxter's could include in their customer charter. reasons for your answer.	Give
		1	
		2	
		2	
			[4]

2	(a)	Horse owners have to pay for one week's livery in advance, so have little commitment to any yard. Blaxter's are considering offering customers a discount if they are willing to pay for six weeks of livery up front, but as yet have not implemented this offer.
		Evaluate the price element of the Blaxter's marketing mix.
		[8]

(D)	present they use Facebook as their main means of marketing.	5. Al
	Assess the strengths and weaknesses of Blaxter's using Facebook as their main mean marketing.	s of
		[10]

(c) Blaxter's must take into account both internal and external influences on their business, through the use of SWOT analysis and PEST analysis.

Complete the SWOT analysis for Blaxter's.

Strengths	Weaknesses			
<ul><li>Range of livery options</li></ul>	<ul><li>No website</li></ul>			
Opportunities	Threats			
Riding lessons	Home based leisure			
•	•			

[4]

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(a)*	At present all records are maintained manually with bookings and sales recorded in a large desk diary. Hannah would like to upgrade to a computerised system; however, Lizzy believes that the current system works perfectly well and that they shouldn't change.
	Recommend and justify an appropriate system to meet their needs.
	[10]

(b)	Blaxter's collect information and data about customers, and are therefore required to abide by the Data Protection Act.						
	Discuss the responsibilities that Blaxter's have under the Data Protection Act.						
	[8]						

Вах	kter's have problems predicting cash-flow.
(a)	Explain the purpose of a cash-flow forecast.
	[2]
(b)	Discuss possible reasons for the cash-flow problems experienced by Blaxter's and suggest ways in which its cash flow could be improved.
	[8]

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паі	inan and Lizzy recognise the need to ensure they ablue by all relevant pieces of legislation.
(a)	Identify and explain <b>two</b> responsibilities that a leisure organisation such as Blaxter's has under the Health and Safety at Work Act.
	1
	2
	[4]
(b)	Identify and explain two consequences of poor working practices to Blaxter's.
	1
	2
	[4]

(c)	Assess how the Children Act could impact on an organisation such as Blaxter's.					
	[8]					

(d) Hannah and Lizzy carry out risk assessments for all activities they offer and these are reviewed and updated as and when necessary. Below is an extract from a health and safety risk assessment for the yard.

Complete this health and safety risk assessment for Blaxter's. You must:

- identify the probability of the hazard occurring
- > identify who is most likely to be harmed
- indicate one possible consequence should each hazard occur
- propose a 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
Being kicked whilst grooming the horse		4			
Falling from horse		3			

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[8]

(a)	Leisure organisations such as Blaxter's must monitor how they are doing.
	Discuss possible <b>qualitative</b> methods that Hannah and Lizzy could use to determine if they are effectively meeting the needs of their customers.
	[8]

(b)	Leisure organisations such as Blaxter's use a range of promotional techniques including public relations and direct marketing.
	Evaluate both of these promotional techniques and recommend the most suitable technique to increase customer numbers at Blaxter's.
	[10]

## **END OF QUESTION PAPER**

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