

ADVANCED SUBSIDIARY GCE UNIT LEISURE STUDIES

G182

Unit 3: Leisure Industry Practice

TUESDAY 12 JUNE 2007

Morning

Time: 1 hour 30 minutes

Candidates answer on the question paper. Additional materials:

Pre-release case study material (clean copy).



Centre Number

Candidate Name

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Candidate Number

INSTRUCTIONS TO CANDIDATES

- Write your name, Centre number and candidate number in the boxes above.
- Answer all the questions.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined page at the back of this booklet.
- If you use this lined page, you **must** write the question number next to your answer.
- Do **not** write in the bar code.
- Do not write outside the box bordering each page.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 100.

FOR EXAM	NER'S USE
1	
2	
3	
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5	
TOTAL	

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ı	(a)	features of the quality standard Investors in People (IIP). State two
		1
		2
	(b)	List four criteria which may be used by the management of CCC to assess the suitability o one of its business systems.
		1
		2
		3

(c)	Information systems aid decision making in leisure organisations.				
	Discuss how the management of CCC could use information systems to support its decision making.				
(d)	Explain two benefits to the management of CCC of an Electronic Point of Sale (EPOS) system.				
	Benefit 1				
	Benefit 2				
	[4]				

[Total: 18]

(a)	Identify two features of the Working Time regulations.
	1
	2
	[2
(b)	Discuss the impact of the Health and Safety at Work Act (1974) on the day to day operations of the proposed All American Experience facilities.
	81

(c) A new attraction that CCC is planning to introduce is the film 'sing-along' night.

Carry out a safety and security risk assessment, excluding theft, for this activity.

In the risk assessment you must:

- Identify two hazards
- Rate probability of the risk on a scale of 1 (low) to 5 (high)
- Rate the risk on a severity of 1 (low) to 5 (high)
- · Identify who is most likely to be harmed
- Indicate a possible consequence should each hazard occur
- Propose a realistic measure to eliminate or reduce each risk.

Hazard	Severity rating 1–5 (1 = low, 5 = high)	Probability rating 1–5 (1 = low, 5 = high)	Who is most likely to be harmed	Consequence	Realistic Measure

[12]

[Total: 22]

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3	(a)		lain each of the following terms in relation to the proposed All American Experience ities.
		(i)	Product life cycle
		/::\	Compatitive princips
		(ii)	Competitive pricing
			[2]
		(iii)	Direct marketing

[2]

(b)	When planning the All American Experience, CCC undertook a SWOT analysis.
	Discuss the usefulness of a SWOT analysis to CCC when planning this new venture.
	[10]
(c)	State two types of suitable advertising that could be used by CCC to promote its new Al American Experience facilities.
	1
	2[2]

[Total: 18]

(a)		2 of the case study shows an extract from the budget for CCC's Darlington cinema centre. budget shows expense headings and budget periods showing 'budget' and 'actual' res.
	(i)	State two other expense headings, not shown in Fig. 2, that would normally be found on a budget such as that for the Darlington cinema centre.
		1
		2[2]
	(ii)	Assess how CCC could use the information from the budget in Fig. 2 in order to monitor its overall financial performance.

(b)	Ехр	lain each of the following terms which have been used within the case study.
	(i)	Turnover (line 22)
		[2]
	(ii)	Gross Profit (line 22)
	 .	[2]
	(iii)	Depreciate (line 20)
		[2]
	(iv)	Capital (line 22)
	(,	
		[2]
		[Total: 18]

5	(a)	CCC is planning 'sing-along' theme nights at some of its cinemas. Suggest two other special events that any CCC facility could organise.					
		1					
		2[2]					
	(b)	Identify two sources of revenue at any CCC facility.					
		1					
		2[2]					
	(c)	Discuss how the management of CCC could assess the performance of each of its facilities/cost centres.					
		[9]					

facili	ies in your area.					
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Please note: If you use this extra page, you must write the question number next to your answer.										
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