

LEISURE STUDIES
Unit 2 A People Business

LS02

To be conducted between 9 January 2006 and 20 January 2006

For this paper you must have:

- four 8-page lined answer books, one for each task
- your preparatory folder

You may also use graph or plain paper to support your answers if you wish.

You may use a calculator.

Time allowed: 4 sessions of 1½ hours each

PREPARATORY FOLDERS MUST BE HANDED IN BY FRIDAY 6 JANUARY 2006

FOR RELEASE TO CANDIDATES FROM 9 JANUARY 2006

Instructions

- Do not write anything on this paper. It must be brought into each examination session ‘clean’.
- Use blue or black ink or ball-point pen. Pencil, including colours, should only be used for drawing.
- Write the information required on the front of your answer books. The *Examining Body* for this paper is AQA. The *Paper Reference* is LS02.
- No materials from your preparatory folder are to be stuck into your answer books.
- Attempt **all** assignment tasks.
- Cross through any work you do not want marked.
- If you need extra paper, use additional answer sheets.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- Your preparatory folder will be returned to you at the start, and collected in at the end, of each examination session.
- You are reminded of the need for good English and clear presentation in your answers.

INSTRUCTIONS AND GUIDANCE FOR TEACHERS AND CANDIDATES TAKING EXTERNALLY ASSESSED ASSIGNMENTS

The externally assessed assignment

The assignment must be taken during the two-week assignment period. It may be taken as one six-hour session or in up to four 1½ hour sessions. Each session must be a multiple of 1½ hours.

Preparing for the assignment

Candidates will sit the assignment under examination conditions. The preparatory folder, which must contain only notes written by the candidate and material collected from the organisations studied, must be collected by the teacher **before** the two-week assignment period begins. The folder will be given out at the beginning of each controlled conditions session and be collected in with the scripts at the end of each session and kept securely by the teacher between sessions. Nothing may be added to the folder during the two-week assignment period and no other material may be taken into the examination session(s).

Writing the assignment under controlled conditions

The assignment consists of four tasks, each designed to be completed in 1½ hours. Each task is to be written in a new answer book. At the end of each 1½ hour session, the answer book containing one completed task will be collected and kept securely by the teacher until the end of the final session. No alterations or additions may be made to candidates' answers to each task once the session has ended.

At the end of the final (fourth) session, the four answer books for each candidate must be fastened together and sent to the designated examiner.

Controlled conditions sessions may be in any multiple of 1½ hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

| | | | |
|----------|----------|----------|----------|
| 1 | 2 | 3 | 4 |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |

One 6 hour session

| | | | |
|----------|----------|----------|----------|
| 1 | 2 | 3 | 4 |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |

Two 3 hour sessions

| | | | |
|----------|----------|----------|----------|
| 1 | 2 | 3 | 4 |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |

Four 1½ hour sessions

| | | | |
|----------|----------|----------|----------|
| 1 | 2 | 3 | 4 |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |

One 4½ and one 1½ hour session

or any other combination of four sessions in 1½ hour multiples.

Presentation of the assignment

- Keep strictly to the set tasks.
- You are advised that the completed assignment should be contained within a range of sixteen to twenty-four sides of written A4.

Attempt **all** assignment tasks.

Complete Assignment Task 1 during session 1.

THE ASSIGNMENT

Assignment Task 1: Providing for customer needs and expectations

(a) For **one** leisure organisation that you have studied:

- (i) name the organisation, and outline the main products and services which it offers to its customers

(2 marks)

- (ii) describe ways in which your chosen organisation offers an appropriate welcome to customers.

You should refer to:

- environment
- staff
- provision of information.

(6 marks)

(b) Describe how well the organisation that you chose in Task (a) meets the needs of **one** of the following types of customer:

- young people (under the age of 16 years)
- retired people
- family groups
- customers whose first language is not English
- customers with specific needs, such as those requiring wheelchair access, or those with sight/hearing impairments or learning difficulties.

(6 marks)

(c) Providing a safe and secure environment for the customer is a legal requirement for leisure organisations.

For the organisation that you chose in Tasks (a) and (b), identify the safety and security measures in place and explain how they meet the needs of the organisation's customers.

(6 marks)

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: The importance of good customer service

- (a) Choose **one** leisure organisation that you have studied and describe the commercial benefits that good customer service provides for the organisation.

(10 marks)

- (b) Dealing effectively with dissatisfied customers is an important part of the leisure industry.

Consider the situation below.

A customer arrives at a residential outdoor pursuits centre and goes to his allocated room. Opening the door, he finds that the room is completely unprepared. The bed has not been made, rubbish has not been taken out and the room has not been cleaned. The customer returns to the reception desk.

As the receptionist of the outdoor pursuits centre, explain how you would deal with the situation. Suggest the benefits to the outdoor pursuits centre that may be achieved if the situation is handled positively.

(10 marks)

End of Assignment Task 2

Complete Assignment Task 3 during session 3.

Assignment Task 3: Methods of evaluating standards of customer service

Leisure organisations use a variety of methods and techniques to find out what customers think about the standards of customer service they receive.

(a) For **one** leisure organisation that you have studied:

(i) describe how the organisation finds out how satisfied customers are with the standards of service they receive

(6 marks)

(ii) explain how the organisation may make changes in its customer service as a result of information collected from customer feedback.

(6 marks)


(b) Study **Figure 1**, on the next page, which is a document used by a leisure centre to obtain feedback from its customers.

Evaluate the suitability of this customer comment suggestion card for the organisation that you have chosen for Task (a).

(8 marks)

Turn over ►

Figure 1

| | |
|---|-------------------------------------|
|  EAST RIDING <small>OF YORKSHIRE COUNCIL</small> | |
| Operational Services Department | |
| Customer Comment Suggestion Card | |
| Hornsea Leisure Centre – Tel: (01234) 567890 | |
| <p>Dear Customer, If for any reason you wish to comment upon an aspect of the services offered within our centre, please use this card to let us know your views. Alternatively, please feel free to speak directly to one of our duty officers.</p> | |
| Date of visit: <input type="text"/> | Time of visit: <input type="text"/> |
| What activity/purpose have you used the centre for? <input type="text"/> | |
| Would you describe your visit as having been: <input type="checkbox"/> Very satisfactory <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory <input type="checkbox"/> Very unsatisfactory | |
| How would you describe our staff? | |
| Yes | No |
| <input type="checkbox"/> Knowledgeable | <input type="checkbox"/> |
| <input type="checkbox"/> Friendly | <input type="checkbox"/> |
| Yes | No |
| <input type="checkbox"/> Helpful | <input type="checkbox"/> |
| <input type="checkbox"/> Presentable | <input type="checkbox"/> |
| Are you satisfied with the Centre's standards of cleanliness? If not, in which areas would you like to see improvement? Yes/No <input type="text"/> | |
| Would you describe the quality of the facilities/equipment you used during your visit as: <input type="checkbox"/> Very acceptable <input type="checkbox"/> Acceptable <input type="checkbox"/> Unacceptable <input type="checkbox"/> Very unacceptable | |
| Do you think you receive value for money? Yes <input type="checkbox"/> No <input type="checkbox"/> | |
| Have you any further comment that you wish to make? <input type="text"/> | |
| If you were dissatisfied with your visit, please leave your name and phone number. Name <input type="text"/> Phone number <input type="text"/> | |
| Thank you for letting us have your views. When completed please hand in at reception. | |
| THANK YOU FOR USING OUR CENTRE | |
| DSO/421 | |

End of Assignment Task 3

Complete Assignment Task 4 during session 4.

Assignment Task 4: Staff and their communication with customers

You have studied customer service in at least **two** leisure organisations.

- (a) Using your research into **one** leisure organisation, evaluate how effective the organisation is in communicating information to its customers. Reference should be made to the organisation's use of technology. *(10 marks)*
- (b) Using your research findings and knowledge of **one other** leisure organisation, compare how the two organisations use technology to communicate information to their customers. Suggest any improvements that could be made. *(10 marks)*

End of Assignment Task 4

END OF ASSIGNMENT TASKS

There are no assignment tasks printed on this page

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

Task 3 Figure 1: East Riding of Yorkshire Council

Copyright © 2006 AQA and its licensors. All rights reserved.

G/M151254/Jan06/LS02