

LEISURE STUDIES
Unit 2 A People Business

LS02

To be conducted between 14 May 2007 and 25 May 2007

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 11 MAY 2007

FOR RELEASE TO CANDIDATES FROM 14 MAY 2007

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 to be 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 will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

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: Key principles of successful customer service

Choose **one** leisure organisation that you have studied.

- (a) Draw an outline diagram showing the staffing structure of the organisation. Your diagram should show a range of jobs and levels of responsibility.

(2 marks)

- (b) Choose **one** member of the management team and **one other** member of staff. Describe each person's role in providing service to customers.

Your answer should include **each** of the following:

- the job title
- the key duties and areas of responsibility
- the personal qualities needed.

(8 marks)

- (c) Explain the training procedures that your chosen organisation follows to ensure that all staff deliver high quality customer service.

(10 marks)

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: The significance of product knowledge in providing customer service

- (a) Choose **one** leisure organisation that you have studied.

Explain how and where customers can access the range of information that the organisation provides about its products and services.

(6 marks)

- (b) Explain why it is important for staff working in the leisure industry to be *up-to-date*, *accurate* and *objective* when providing information to customers.

Use examples of leisure industry situations to illustrate your answer.

(6 marks)

- (c) Explain how, as the manager of a city youth hostel, you would respond to the following request.

A hostel guest, who is new to the area, wishes to spend the day visiting heritage attractions in the locality and asks about places that might be suitable.

In your answer, you should:

- justify any advice offered to the guest on price, location and method of transport
- make reference to sources that you might use to find the information.

(8 marks)

End of Assignment Task 2

Complete Assignment Task 3 during session 3.

Assignment Task 3: The importance of the customer to the leisure industry

Study **Figure 1**, which is an extract from a newspaper article.

Figure 1

A 12 year old boy is today recovering in hospital following a near-fatal accident at the Wesington Leisure Centre. The boy had slipped and hit his head before falling into the pool. Had it not been for the actions of another bather, who raised the alarm when she noticed the boy floating lifelessly in the water, he might not be alive today.

Initial reports suggest that the pool was busy at the time of the incident, and that the member of staff on poolside duty was expected to monitor the children's pool as well as the main swimming pool.

A spokesperson for the local council said, 'We deeply regret the incident, but we can reassure the public that our staff are well trained to deal with such emergencies'.

- (a) Evaluate the possible impacts of this newspaper article on the leisure centre. *(10 marks)*
- (b) Explain what action the management could take to try to ensure that such incidents do not happen again, and also to re-establish customer confidence. *(10 marks)*

End of Assignment Task 3

Turn over ►

Complete Assignment Task 4 during session 4.

Assignment Task 4: Staff and their communication with customers/ Key principles of successful customer service

Technology plays an important role in the delivery of good customer service in the leisure industry.

- (a) Compare how **two** leisure organisations that you have studied use technology to help them to deliver good customer service.

In your answer you should refer to:

- electronic and mechanical equipment and software
- communication with customers
- maintenance of good product knowledge by staff.

(12 marks)

- (b) With specific reference to **one** leisure organisation that you have studied, suggest how new technology might be introduced to improve the quality of customer service.

(8 marks)

End of Assignment Task 4

END OF ASSIGNMENT TASKS

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