

**LEISURE STUDIES**

**LS02**

**Unit 2 A People Business**

To be conducted between 12 January 2009 and 23 January 2009

**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 9 JANUARY 2009**

**TO BE OPENED AND ISSUED TO CANDIDATES FROM 12 JANUARY 2009**

**Instructions**

- Do **not** write anything on this paper. It must be brought into each examination session ‘clean’.
- Use black ink or black 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.
- Start each assignment task in a new answer book.
- 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 with the appropriate Centre Declaration Sheet, etc. The preparatory folders must be kept under secure conditions until after the Enquiries upon Results deadline. AQA may call for these preparatory folders to be made available at any time during this period.

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        | One 6 hour session             |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |                                |
| 1        | 2        | 3        | 4        | Two 3 hour sessions            |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |                                |
| 1        | 2        | 3        | 4        | Four 1½ hour sessions          |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |                                |
| 1        | 2        | 3        | 4        | One 4½ and one 1½ hour session |
| 1½ hours | 1½ hours | 1½ hours | 1½ hours |                                |

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 / Key principles of successful customer service**

With reference to **one named** leisure organisation that you have studied:

- (a) outline **two** safety checks that should be carried out at your chosen organisation before it is opened to the public each day  
(4 marks)
- (b) describe the security procedures that are in place to meet the needs of the customers  
(6 marks)
- (c) explain how your chosen organisation ensures that its staff are suitably qualified and experienced to maintain a safe and secure environment for customers.  
(10 marks)

**End of Assignment Task 1**

**Turn over ►**

**Assignment Task 2: Training procedures**

Study **Figure 1** below.

**Figure 1**

**The following information relates to the Customer Service training of three different leisure organisations.**

**A Gympower Ltd**

At Gympower we provide all our staff in Customer Service (CS) situations with our 30-page CS manual that details how to deal with up to 50 different situations involving the customer. We believe this to be the best method of delivering CS in our leisure organisation. All our staff do exactly as the manual states and they have to learn this before they can come face to face with our customers. They also have to pass a one-hour exam before they are allowed to interact with our customers. Once they are approved to work direct with our customers, their training is carried on by on-the-job training provided by anyone they are working with that day. This continues each day for a month, when they are certified as CS qualified in the organisation. Following this, trained staff are then able to provide CS training for other staff who are unqualified.

**B Arcodio Sports Complex Ltd**

We at Arcodio believe that customer service begins and ends with our staff at all times. We empower our staff to take responsibility to solve situations that even involve moderate compensation, whether financially or in kind. Initial training involves a one-day theory course on customer service policy and procedures as per Arcodio Sports, followed by one-day on-the-job training with an experienced member of staff acting as a mentor. All staff must attend one meeting each week in which customer service issues are shared, discussed and evaluated. Our policy is to solve 90% of all customer service problems on the day. A further two-day customer service course is held every 6 months for all staff.

**C Elite Amusement Corporation PLC (indoor amusement park)**

Elite has a strict, regimented approach to CS provision in which all staff know exactly what they can do at the first level in dealing with customers. This is explained in a three-day training course led by the management team using Elite's own rules and regulation handbook in CS. Staff are expected to know all rules as they apply to customers. If the problem involves any issue of fault or compensation, claim or refund, then this must be referred to a superior in management. If a manager is not available, then the customer will have to wait, which may take more than one day. Superiors will take over the CS provision and seek to pacify the customer without compensation or refunds at all; only in extreme situations will they then pass this on to the third level to a senior manager who will provide a resolution. As this process can take up to three weeks, most managerial solutions are rarely needed. A review of all customer complaints is held at the end of every six months by senior management who then feed back to staff.

With reference to the organisations in **Figure 1**:

- (a) describe **one** strength and **one** weakness of the customer service training procedures of **each** of the three organisations **A, B** and **C**  
*(8 marks)*
- (b) identify the organisation that you consider has the most effective customer service training procedures. Justify your decision.  
*(12 marks)*

**End of Assignment Task 2**

**Turn over ►**

---

Complete Assignment Task 3 during session 3.

---

**Assignment Task 3: Staff and their communication with customers**

With reference to **one named** leisure organisation that you have studied:

- (a) describe, with examples, how non-verbal communication provides an important part of customer service  
*(6 marks)*
- (b) explain how verbal communication plays an essential part in customer service from the moment a customer enters the venue to leaving it  
*(8 marks)*
- (c) describe the procedures that are in place if staff do not communicate appropriately with customers and customers become dissatisfied.  
*(6 marks)*

**End of Assignment Task 3**

---

Complete Assignment Task 4 during session 4.

---

**Assignment Task 4: The significance of product knowledge in providing customer service**

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

A customer wishes to hire the organisation's venue and is being shown around by a member of staff who will provide information about the products and services available.

- (i) What information should the member of staff include in the presentation? *(4 marks)*

- (ii) Explain the value to the customer of the presentation. Suggest what information about products and services would be most relevant for the customer. *(6 marks)*

- (b) Using either the organisation named in (a) **or** another organisation that you have studied, evaluate the benefits of staff having good product knowledge. *(10 marks)*

**End of Assignment Task 4**

**END OF ASSIGNMENT TASKS**

**There are no assignment tasks printed on this page**