



General Certificate of Education
Advanced Subsidiary Examination
June 2011

Leisure Studies

LS02

Unit 2 A People Business

To be conducted between Monday 9 May 2011 and Friday 20 May 2011

For this paper you must have:

- four AQA 8-page lined answer books, one for each task
 - your preparatory folder.
- You may use a calculator.

Time allowed

- 4 sessions of 1 hour 30 minutes each

PREPARATORY FOLDERS MUST BE HANDED IN BY FRIDAY 6 MAY 2011

FOR RELEASE TO CANDIDATES FROM MONDAY 9 MAY 2011

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.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- Your preparatory folder will be returned to you at the start, and collected in at the end, of each examination session.
- In Assignment Task B, Question

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, 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 in this Assignment Task.

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 6 hour session or in up to four $1\frac{1}{2}$ hour sessions. Each session must be a multiple of $1\frac{1}{2}$ 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 $1\frac{1}{2}$ hours. Each task is to be written in a new answer book. At the end of each $1\frac{1}{2}$ 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 $1\frac{1}{2}$ 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
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	
1	2	3	4	Two 3 hour sessions
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	
1	2	3	4	Four $1\frac{1}{2}$ hour sessions
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	
1	2	3	4	One $4\frac{1}{2}$ hour and one $1\frac{1}{2}$ hour session
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	

or any other combination of four sessions in $1\frac{1}{2}$ 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 A during session 1.

THE ASSIGNMENT

Assignment Task A: Key principles of successful customer service

Question 1

0 | 1 Name **one** leisure facility that you have studied.

Describe the environment created for customers by the design and planning of:

- signing
- lighting
- ambience.

(6 marks)

0 | 2 How successful has this design and planning been in providing a suitable environment for its customers?

(6 marks)

Question 2

0 | 3 Name **one** leisure facility that you have studied. (It can be the same facility as in **Question 1**, or it can be a different one).

Explain how your chosen facility uses technology to help provide successful customer service.

(8 marks)

End of Assignment Task A

Turn over ►

Complete Assignment Task B during session 2.

Assignment Task B: Methods used to evaluate customer service

Question 1

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 Explain why it is important that the managers of leisure facilities obtain regular feedback from customers about the products and services provided. *(8 marks)*

Question 2

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 Choose **two** of the feedback techniques listed below:

- suggestion boxes
- surveys of customers
- focus groups
- the use of mystery shoppers.

Describe how **both** of your chosen techniques are carried out and compare their suitability for use at **one** named leisure facility that you have studied.

Answer this part of the Assignment Task in continuous prose. The quality of written communication in your answer will be assessed. *(12 marks)*

End of Assignment Task B

Complete Assignment Task C during session 3.

Assignment Task C: The development and application of customer service skills

Question 1

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 Name **one** leisure facility that you have studied.

Name **one** area of this facility where staff regularly come into contact with customers.

Outline the main ways that staff in this area come into contact with customers during a typical working day. *(2 marks)*

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 Explain how staff in this area have gained the training and experience necessary to deal with a range of customer needs. *(8 marks)*

Question 2

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 In the leisure industry, customer needs cannot always be met by an individual member of staff.

Describe **two** such situations. Explain what actions the member of staff should take in **each** of these situations. *(10 marks)*

End of Assignment Task C

Turn over ►

Complete Assignment Task D during session 4.

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

Question 1

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 Explain how facilities in the leisure industry gain a competitive edge by providing good customer service. *(8 marks)*

Question 2

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 Name **two** leisure facilities that you have studied.
Describe and compare ways in which the managements of these facilities try to encourage customer loyalty and repeat business. *(12 marks)*

End of Assignment Task D

END OF ASSIGNMENT TASKS

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