

Mark Scheme (Results)

January 2013

GCE Leisure Studies (1301)
Paper 6970
Unit 5: Employment in Leisure

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question Number	Answer	Mark
1(a)(i) AO1 Graduate	Award 1 mark for each descriptive point. For example: It is written by the organisation (1) and describes the ideal candidate for the post (1). It will show what they are expected to have (1) in terms of skills (1) Accept any 2 of skills, attributes, qualifications, experience when stating what it contains for a mark each provided it is clear that the response is not indicating that the candidate writes the specification if it is not clear then max 1 for these.	(4)

Question Number	Answer	Mark
1(a)(ii) AO1-2 AO2-2 Expert	Award 1 mark for each explanatory point. For example: Job description would be used to write the advert (1) to tell the candidates what their roles/responsibilities would be (1) so they can decide whether they want to apply or not (1). This means that candidates are less likely to drop out later in the process because they don't like the tasks (1) and so makes the recruitment process more efficient (1) It is used to decide what type of person they need to complete the tasks (1) so is used to write the person specification (1) It can be used to decide the format of interviewing(1) specific role play tasks may be set to reflect the specific requirements of the job description.(1) Or any other realistic response.	(4)

Question Number	Answer	Mark
1(b)(i) AO2 – 2 AO3 – 4 Expert	Award 1 mark for each explanatory point. Max of 4 marks if there is no application to the specific post. <ul style="list-style-type: none"> • The internet reaches a wide audience (1) so there is a better chance of finding a high quality candidate (1). As it is a managerial post this is very important to get the best person (1). • Although people looking at it on the internet may be far away (1) for a post of responsibility/post with good salary people are prepared to travel a great distance (1) as it would be worth moving house/the trouble of commuting (1). • It would be cheaper than putting it in specialist magazines or national newspapers (1) as there are no printing costs (1). • Specialist job sites will attract the right type of applicant (1) as those people with the experience for this type of job will look there 	(6)

	(1) Or any other realistic response	
Question Number	Indicative Content	
1 (b) (ii) QWC (i) - (iii) AO4 Expert	<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>Has no closing date – may miss good candidates who apply after this date</p> <p>Only has online application – may deter some, although unlikely. The fact that it is only on the internet may mean that people looking at specialist magazines do not see it and good candidates are missed.</p> <p>Does not specify anything about hours – park is open for a long time and shift work may be necessary. Candidates would need to know this.</p> <p>Gives good idea of type of candidate and the qualities needed so should not attract time wasters.</p> <p>Salary is there so candidates know if it is worth it for them.</p> <p>Good salary – internet covers wide area and people would be willing to travel/move for this. Similarly because it is permanent and full-time.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Simple statements about what is good or bad about the advert. Basic evaluation. Often will be about appearance rather than content.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Sound response with some evaluation and application. Responses may have either clear application and some evaluation or some application and clear evaluation. Development of ideas will indicate why the characteristics identified are good or bad. By the middle of the level there should be some reference to the post/type of post involved.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>A focussed response with sustained evaluation and effective application. The characteristics of the advert will be closely linked to the post involved and how effective it will be in getting the right candidate for the post</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Indicative Content	
1(c) AO4 Expert	<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>CVs are flexible – TWE wants all types of applicants so a set form may not be appropriate Candidates need to be organised – their CV should show some idea of whether this can be achieved By giving them an option that is unformatted they can be creative –this helps with shortlisting CVs might be appropriate in this instance as the recruitment agency will be doing the sorting for the company.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Simple statements about what is good about asking for a CV. Links to the actual post probably absent.
2	3-4	Sound response with some explanation and application. Development of ideas will indicate how the characteristics of a CV might relate to the requirements of the post/candidate.
3	5-6	A focussed response with sustained explanation and effective application. Clear links between the advantages of a CV and the post/candidate, with some indication as to how this is beneficial for the recruitment process.

Question Number	Answer	Mark
1(d) AO1 Expert	<p>Award 1 mark for each correct suggestion</p> <ul style="list-style-type: none"> • Inform the candidate of the time/place/directions etc • Choose the interview panel • Decide format of the interview • Book a room • Inform other staff/reception that interviews are taking place • Produce a schedule for the day • Arrange furniture in interview room • Re-read application forms/get documentation together • Select criteria for marking candidates • Decide on questions/activities <p>Or any other realistic response</p>	(5)

Question Number	Answer	Mark
1(e)(i) AO2 Expert	<p>Award 1 mark for each explanatory point. For example:</p> <ul style="list-style-type: none"> • The information would be on their CV (1) so it is a waste of time asking them something that won't help the selection process (1). • The advert said that experience in the leisure industry was not necessary (1) so this would be unfair to ask of all candidates (1) as some will not have this experience (1) <p>Or any other realistic response.</p>	(3)

Question Number	Answer	Mark
1(e)(ii) AO2 Expert	<p>Award 1 mark for each explanatory point. For example:</p> <p>It allows them to sell themselves (1) as they can use all their strengths to show how they would fit the business (1). It also shows whether they are interested enough in the organisation to research it beforehand (1) as it would need specific knowledge to answer this well (1).</p> <p>Or any other realistic response.</p>	(3)

Question Number		Indicative Content
1 (f) AO3 Expert QWC (i)- (iii)		<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <ul style="list-style-type: none"> • Has much finance to do and is from this industry – but may need introduction to different systems to ensure efficiency at work • Will need tour/H&S guidance on different areas – these will be new. Will take time to get round each one. Only used to working in one environment. May need introduction to the industry itself. • Will need introduction to procedures for customers as has not met them before. Vital part in ensuring success of business as it runs on them! • Job shadow may not be useful for whole day as it is outdoors so very different – but it may be good way of her getting to know some of the leisure industry. • Will also have a manager over her so will need to meet them – she has not been used to that in previous job.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Simple statements about what will be present in the inductions and why they are done in generic terms.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Sound response with some analysis and application. Responses may have either clear application and some analysis or some application and clear analysis. Benefits to the DM or the company should start to emerge linked to information about her/the role given in the stimulus.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>A focussed response with sustained analysis and effective application. There should be sustained use of the stimulus material with clear benefits to the company and the DM.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Total for Question = 47 marks

Question Number	Answer	Mark
2(a)(i) AO1 Graduate	<p>Award 1 mark for each correct .</p> <ul style="list-style-type: none"> • They are rest periods that workers are entitled to • Within their working hours (1) • They are determined by the organisation (1) • There are special rules for young people (1) • There can be exceptions/flexibility in them (1) • Scheduled breaks are determined by working time regulations (1) <p>Or any other realistic response.</p> <p>Credit a correct example with one mark e.g.</p> <ul style="list-style-type: none"> • Worker is entitled to a break of 20 minutes if working for 6+ hours (1) 	(3)

Question Number	Indicative Content	
2(a)(ii) AO3 Expert	<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>Staff can work at times that most suit them to a large extent meaning that they can plan it round other commitments such as looking after children. They can vary it from week to week. This should help keep a fresh and motivated workforce so they should work more efficiently. Company always has enough staff to work when they are busiest but is trying to help staff as much as possible increasing motivation and possibly making it easier to recruit. By sorting it out at the start of the week they can ensure all other times are going to be adequately covered as well</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Simple statements about how flexible working operates with implicit benefits.
2	4-6	Sound response with some analysis and application. Responses may have either clear application and some analysis or some application and clear analysis. Benefits to the employees or the company should start to emerge linked to information about her/the role given in the stimulus.
3	7-8	A focussed response with sustained analysis and effective application. There should be sustained use of the stimulus material with clear benefits to the company and the employees.

Question Number	Answer	Mark
2(b) AO2 Expert	<p>Award up to 2 marks for each reason. For example:</p> <p>They only have to have one lot of administration such as working out tax (1) which takes less time and thus saves money (1)</p> <p>It is easier to set rotas (1) as they only have to take one employee's needs into account (1)</p> <p>They will only have to train one person (1)</p> <p>By being full-time they may have more knowledge of how it works/commitment to the company (1) so will be more efficient in how they work (1)</p> <p>Or any other realistic response.</p>	(4)

Question Number	Indicative Content	
2(c) AO3 Expert	<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <ul style="list-style-type: none"> • For maternity leave they will have to keep her job open so cannot appoint permanent replacement • Skilled employees are hard to recruit so business may run less efficiently in her absence. Very unlikely to get temporary person with the necessary skills • Already often too busy so may put too much pressure on other staff • Present staff highly committed – temp unlikely to offer that anyway • Much contact with customers who will not be happy to be served by someone without the knowledge. Will expect same service as in previous years. 	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Simple statements about possible effects, probably focussing on loss of staff member and uncertainty in a generic way.
2	4-6	Sound response with some analysis and application. Responses may have either clear application and some analysis or some application and clear analysis. Effects will be linked to the characteristics of the craft shop and its employees in some way at least. Effects will start to have detail.
3	7-8	A focussed response with sustained analysis and effective application. Effects are clearly analysed with reference to specific information given in the stimulus.

Total for Question 2 = 23 marks

Question Number	Answer	Mark
3(a) AO1 – 3 AO2 – 3 Expert	Award 1 mark for each explanatory point. For example: Appraisals are where an employee has a meeting with their line manager (1) and can discuss the employees work openly with each other (1) This enables the line manager to point out any areas of weakness (1) and they can jointly look at how to solve them (1) so improving the overall quality of work (1). They will also tell the employee what they are doing well so boosting self confidence (1) and increasing motivation to work well (1) The employee will be able to say where they are having problems (1) and the line manager may be able to suggest training to help solve these (1)	(6)

Question Number	Answer	Mark
3(b)(i) AO2 Expert	Award 1 mark for a correct job role and up to 2 marks for reasoning. For example: Membership recruitment officer (1) The more new members they recruit the more money is made for the club (1) so it would be worth giving the officer a bonus for each member who they enrol.(1)	(3)

Question Number	Answer	Mark
3(b)(ii) AO2 Expert	Award 1 mark for a correct job role and up to 2 marks for reasoning. For example: Lifeguard (1) It would be unfair as if customers are sensible a lifeguard in general is not needed to do anything (1) This would also be difficult to measure and PRP needs to have parameters that can be measured (1)	(3)

Question Number		Indicative Content
3(c) AO4 Expert		<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>Will improve motivation because: Variety of job roles in job rotation so should be less bored. He has done the same job for 8 years so this is appropriate. Picks up new ideas so should be able to do jobs of similar demand Doesn't want to be promoted so different jobs at same level is best alternative Will get him out of same department where he has just argued with colleagues May benefit him in the long run as doing different things may change his mind about promotion Other possible benefits for TWE: If he is multi-skilled he could be more useful – for cover perhaps, saving money at training others. Relatively cheap as is getting 'on the job' training'.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Simple statements about possible effects, probably stating generic characteristics job rotation as benefits but little more.
2	4-6	Sound response with some evaluation and application. Responses may have either clear application and some evaluation or some application and clear evaluation. Some link to Jeremy's characteristics will be made and the benefits made clear.
3	7-8	A focussed response with sustained evaluation and effective application. Benefits to the employee and/or TWE are clearly evaluated and the response links these clearly with Jeremy's characteristics.

Total for Question = 20 marks

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