Moderators' Report/
Principal Moderator Feedback

Summer 2016

GCE Leisure Studies (6968)
Paper 01 The Leisure Customer

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General Comments

This is an AS Unit which is internally assessed and sample submitted for external moderation.

Students are required to produce a portfolio of work consisting of four discreet tasks to cover the four outcomes:

AO1 (a) an understanding of how the leisure industry views the customer (Knowledge, skills and understanding)

AO4 (b) an evaluation of customer service, in the leisure industry, through acting as a 'mystery customer' (Evaluation)

AO3 (c) an investigation into marketing activities used within the leisure industry. (Research and analysis)

AO2 (d) the provision of customer service, dealing with a range of customers in different situations. (Application of knowledge, skills and understanding)

AO1 The majority of students were choosing appropriate leisure organisations and had researched a range of contrasting organisations. However students in one or two centres were still including high street shops and supermarkets as examples.

AO4 Most students had selected leisure facilitates or organisations which provided opportunity to present a detailed description of the customer service as well as products and services. Many students had undertaken some preliminary secondary research and provided a plan which stated the aims and objectives of their visit.

AO3 Most students had included a range of leisure examples to support explanations of marketing theory and identified a range of marketing activities used by selected organisations. The majority of students included multi-media.

AO2 Many students had presented evidence from work placements or part-time jobs. This evidence included observation/witness statements from both their work supervisor and the assessor. However some centres are still not monitoring students to ensuring that they select leisure organisations, and it is worrying that in some instances, where evidence was based on role-plays devised by the centre, students were given non-leisure scenarios.

Summary

In the majority of work moderated specification guidelines were followed and some excellent work was seen.

All four learning outcomes had been addressed and a high proportion of students were achieving the top end of the mark bands awarded.

In most cases the work was applied, and students included a range of appropriate examples from the leisure industry to support their explanations.

More students were demonstrating skills of analysis and evaluation. Students had used both primary and secondary research, although the majority of students used the internet as the main source for secondary research. Assessment was generally consistent and accurate.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:
http://www.edexcel.com/iwant to/Pages/grade-boundaries.aspx