

**ADVANCED SUBSIDIARY GCE
 LEISURE STUDIES**

G182

Unit 3: Leisure Industry Practice

FRIDAY 11 JANUARY 2008

Morning

Time: 1 hour 30 minutes

Candidates answer on the question paper

Additional materials (enclosed): Clean copy Case Study

Additional materials (required):
 None



Candidate
Forename

Candidate
Surname

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Do **not** write outside the box bordering each page.
- Write your answer to each question in the space provided.
- Additional answer space is available on the lined pages at the back of this booklet. Answers on these pages **must** be clearly numbered.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

FOR EXAMINER'S USE	
1	
2	
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5	
TOTAL	

This document consists of **13** printed pages, **2** lined pages and **1** blank page.

1 CLC is owned by the local council and has achieved the Charter Mark quality standard.

(a) State **four** criteria of the Charter Mark quality standard.

Criteria 1:

.....

Criteria 2:

.....

Criteria 3:

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Criteria 4:

.....[4]

(b) CLC has limited storage facilities in its bar and café area.

Discuss how inadequate storage facilities could affect its stock control system.

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.....[8]

2 (a) CLC has a duty of care to its staff and its customers. Explain what is meant by a 'duty of care'.

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.....[2]

(b) CLC has recently provided a climbing wall. Complete the risk assessment for this activity.

In the risk assessment you must:

- rate the risk on probability of 1 (low) to 5 (high);
- rate the risk on severity of 1 (low) to 5 (high);
- identify who is most likely to be harmed;
- indicate a possible consequence should each hazard occur;
- propose a realistic measure to eliminate or reduce each risk.

[8]

Hazard	Probability rating 1–5 (1 = low, 5 = high)	Severity rating 1–5 (1 = low, 5 = high)	Who is most likely to be harmed	Consequence	Realistic measure
Safety ropes becoming tangled	1	2			
An inexperienced climber falling from the wall					

3 (a) Explain **each** of the following terms in relation to *CLC*.

(i) Product branding

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.....[2]

(ii) Direct marketing

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.....[2]

(iii) Sponsorship

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.....[2]

(c) CLC will take into account the external influences on its business through a PEST analysis.

Identify **two**:

- political factors;
- economic factors;
- social factors;
- technical factors;

which are likely to affect CLC.

[8]

Political	Economic
1:	1:
.....
2:	2:
.....
Social	Technical
1:	1:
.....
2:	2:
.....

[Total: 22]

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5 (a) *CLC* uses a variety of market research methods in order to inform its marketing strategy.

Explain what is meant by:

(i) qualitative data;

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.....[2]

(ii) quantitative data.

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.....[2]

(b) Discuss how the management of *CLC* could monitor the success of its new climbing wall.

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(c) Analyse how location and access affect *CLC*.

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[Total: 20]

If you use these lined pages you **must** write the question number next to your answer.

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