

# ADVANCED SUBSIDIARY GCE

G182

**LEISURE STUDIES** 

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				Candidate Number			

#### **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.

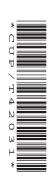
#### **INFORMATION FOR CANDIDATES**

- 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 EXAM	INER'S USE
1	
2	
3	
4	
5	
TOTAL	

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

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CLO	C 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:
	Criteria 4:
(b)	CLC has limited storage facilities in its bar and café area.
	Discuss how inadequate storage facilities could affect its stock control system.
	[8]
	[~]

(c)	<i>CLC</i> is considering a new electronic stock control system. Discuss the factors that <i>CLC</i> needs to consider when deciding which system is most appropriate to its needs.
	[8]
	[Total: 20]

2	(a)	CLC has a duty of care to its staff and its customers. Explain what is meant by a 'duty care'.	' <b>O</b> f
			.[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					

(c)	Analyse the impact the Data Protection Act will have on the day-to-day operations of <i>CLC</i> .
	[8]

[Total: 18]

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

(i)	Product branding	
		.[2]
(ii)	Direct marketing	
		.[2]
(iii)	Sponsorship	
		.[2]

3

(b)	The SWOT analysis ( <b>see Fig. 1</b> ) completed by the management of <i>CLC</i> will feed into the marketing strategy.
	Discuss how the management of <i>CLC</i> can use its SWOT analysis in order to improve its marketing strategy over the next twelve months.
	8]

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(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
	recimical
1:	1:

[Total: 22]

9

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4	(a)	State <b>two</b> methods of payment that could be used by customers at <i>CLC</i> .
		Method 1:
		Method 2:[2]
	(b)	Assess the benefits and drawbacks to <i>CLC</i> of electronically recording all payments and customer information.
		[10]

(c)	Assess how a cash flow forecast such as that shown in <b>Fig. 2</b> could help decision-making at <i>CLC</i> .
	[8]
	[Total: 20]

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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;			
			[2]			
		(ii)	quantitative data.			
	(b)					
		Disc	:[2] Euss how the management of <i>CLC</i> could monitor the success of its new climbing wall.			
		•••••				

[10
c) Analyse how location and access affect CLC.
[6

[Total: 20]

If you use these lined pages you <b>must</b> write the question number next to your answer.				




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