

**ADVANCED SUBSIDIARY GCE
LEISURE STUDIES**

Unit 3: Leisure Industry Practice

G182

Candidates answer on the question paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

None

**Tuesday 13 January 2009
Morning**

Duration: 1 hour 30 minutes



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use 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.
- Write your answer to each question in the space provided.

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**.
- This document consists of **16** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
4			
5			
Total			

1 *Simply Snow Scotland (SSS)* has achieved the QUEST quality standard.

(a) (i) State **three** benefits of the QUEST quality standard to a facility such as *SSS*.

Benefit 1:

.....

Benefit 2:

.....

Benefit 3:

..... [3]

(ii) State **three** possible problems a facility such as *SSS* may have experienced in achieving the QUEST quality standard.

Problem 1:

.....

Problem 2:

.....

Problem 3:

..... [3]

(b) *SSS* operates an electronic membership scheme.

Identify **two** advantages to customers of an electronic membership scheme.

Advantage 1:

.....

Advantage 2:

..... [2]

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..... [10]

[Total: 18]

2 SSS uses a range of chemicals.

- (a) Discuss how the Control of Substances Hazardous to Health (COSHH) Regulations impact on an organisation such as SSS.

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[8]

(b) Safe working practices are vital for the success of any organisation.

(i) Identify **two** benefits of safe working practices to SSS.

Benefit 1:

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Benefit 2:

..... [2]

(ii) Identify **two** consequences of poor working practices to SSS.

Consequence 1:

.....

Consequence 2:

..... [2]

(c) SSS is aware of the need to review and keep up to date its health and safety risk assessment procedures. Below is an extract from a health and safety risk assessment.

Complete this health and safety risk assessment. You must:

- identify who is most likely to be harmed;
- indicate a possible consequences should each hazard occur;
- propose a realistic measure to eliminate or reduce each risk.

[6]

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
Inexperienced skier on the main slope	4	3			
Inexperienced skier falling from tow lift	3	2			

[Total: 18]

3 SSS takes into account both internal and external influences on its business through the use of SWOT and PEST analysis.

(a) Identify **two**:

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

factors which are likely to affect SSS.

[8]

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

(b) The brand name Simply Snow is used extensively.

(i) What is meant by the term 'branding'?

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..... [2]

(ii) Evaluate the use of branding as part of the marketing mix of SSS.

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..... [8]

(c) SSS intends to conduct market research before developing Simply Skating.

(i) Explain what is meant by the term 'primary research'.

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..... [2]

(ii) Give **one** example of a suitable primary research method which could be used by SSS before developing Simply Skating.

Example:
..... [1]

(d) (i) Explain what is meant by the term 'secondary research'.

.....
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.....
..... [2]

(ii) Give **one** example of a suitable secondary research method which could be used by SSS before developing Simply Skating.

Example:
..... [1]

[Total: 24]

4 (a) State **two** methods of payment which could be used by customers at a leisure facility.

Method 1:

.....

Method 2:

..... [2]

(b) State **four** ways in which a leisure facility could generate income. You may wish to refer to a leisure facility which you have studied.

Way 1:

.....

Way 2:

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Way 3:

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Way 4:

..... [4]

(b) Discuss a suitable marketing strategy that *SSS* could develop to encourage greater usage of the snow dome during the summer months.

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[Total: 26]

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