



General Certificate of Education  
Advanced Subsidiary Examination  
June 2012

## Leisure Studies

## LS02

### Unit 2 A People Business

To be conducted between Monday 7 May 2012 and Friday 18 May 2012

**For this paper you must have:**

- four AQA 8-page lined answer books, one for each task
  - your preparatory folder.
- You may use a calculator.

**Time allowed**

- 4 sessions of 1 hour 30 minutes each

**PREPARATORY FOLDERS MUST BE HANDED IN BY FRIDAY 4 MAY 2012**

**FOR RELEASE TO CANDIDATES FROM MONDAY 7 MAY 2012**

**Instructions**

- Do **not** write anything on this paper. It must be brought into each examination session 'clean'.
- Use black ink or black ball-point pen. Pencil, including colours, should only be used for drawing.
- Write the information required on the front of your answer books. The **Examining Body** for this paper is AQA. The **Paper Reference** is LS02.
- No materials from your preparatory folder are to be stuck into your answer books.
- Attempt **all** assignment tasks.
- Start each assignment task in a new answer book.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

**Information**

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- Your preparatory folder will be returned to you at the start, and collected in at the end, of each examination session.
- In Assignment Task B, Question 

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, you will be marked on your ability to:
  - use an appropriate form and style of writing
  - organise relevant information clearly and coherently
  - use specialist vocabulary where appropriate.The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

## INSTRUCTIONS AND GUIDANCE FOR TEACHERS AND CANDIDATES TAKING EXTERNALLY ASSESSED ASSIGNMENTS

### The externally assessed assignment

The assignment must be taken during the two-week assignment period. It may be taken as one 6 hour session or in up to four  $1\frac{1}{2}$  hour sessions. Each session must be a multiple of  $1\frac{1}{2}$  hours.

### Preparing for the assignment

Candidates will sit the assignment under examination conditions. The preparatory folder, which must contain only notes written by the candidate and material collected from the organisations studied, must be collected by the teacher **before** the two-week assignment period begins. The folder will be given out at the beginning of each controlled conditions session and be collected in with the scripts at the end of each session and kept securely by the teacher between sessions. Nothing may be added to the folder during the two-week assignment period and no other material may be taken into the examination session(s).

### Writing the assignment under controlled conditions

The assignment consists of four tasks, each designed to be completed in  $1\frac{1}{2}$  hours. Each task is to be written in a new answer book. At the end of each  $1\frac{1}{2}$  hour session, the answer book containing one completed task will be collected and kept securely by the teacher until the end of the final session. No alterations or additions may be made to candidates' answers to each task once the session has ended.

At the end of the final (fourth) session, the four answer books for each candidate must be fastened together and sent to the designated examiner with the appropriate Centre Declaration Sheet, etc. The preparatory folders must be kept under secure conditions until after the Enquiries upon Results deadline. AQA may call for these preparatory folders to be made available at any time during this period.

Controlled conditions sessions may be in any multiple of  $1\frac{1}{2}$  hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

1	2	3	4	One 6 hour session
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	

  

1	2	3	4	Two 3 hour sessions
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	

  

1	2	3	4	Four $1\frac{1}{2}$ hour sessions
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	

  

1	2	3	4	One $4\frac{1}{2}$ hour and one $1\frac{1}{2}$ hour session
$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	$1\frac{1}{2}$ hours	

or any other combination of four sessions in  $1\frac{1}{2}$  hour multiples.

### Presentation of the assignment

- Keep strictly to the set tasks.
- You are advised that the completed assignment should be contained within a range of sixteen to twenty-four sides of written A4.

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Attempt **all** assignment tasks.

Complete Assignment Task A during session 1.

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### THE ASSIGNMENT

#### Assignment Task A: Staff and their communication with customers

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Name **one** leisure organisation that you have studied.

Identify **four** different examples of written communication used by this organisation and briefly describe why each one is effective. *(4 marks)*

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Suggest how the personal presentation of staff can influence a customer's perception of the quality of service provided by an organisation.

Your answer should include examples from leisure organisations that you have studied. *(8 marks)*

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Describe the essential skills that a receptionist needs in order to deliver excellent customer service and explain why these skills are so important. *(8 marks)*

**End of Assignment Task A**

**Turn over ►**

**Assignment Task B: Key principles and evaluation of successful customer service**

Study **Figure 1**, which is a public information notice displayed in a local newspaper.

**Figure 1**

## **Midge Bay Leisure Centre**

### **Open Days**

### **23rd – 24th August 2012**

### **All welcome!**

The newly refurbished Midge Bay Leisure Centre is re-opening its doors to the public with two days of **free** activities and events for all the family.

The £5 million investment in our centre has totally transformed the facility, which now includes a state-of-the-art hi-tech fitness suite, a newly equipped gymnasium, a new teaching pool for children or beginners to supplement our present Olympic size pool, and two newly built dance/exercise studios. In addition, our existing sports halls have had a complete facelift and are ready to offer a wider range of sporting activities to new and old customers alike.

**Over the two days, customers will be able to:**

- *swim for free*
- *take part in organised football games*
- *enter a badminton or table tennis tournament (as a novice or experienced player)*
- *sample one of the organised sessions in the dance studio*
- *join in a gymnastics session led by centre staff*
- *have a personal fitness check in the new fitness suite (adults only)*
- *use free crèche facilities.*

**. . . in addition there will be:**

- *demonstrations by members of the GB Gymnastics Team*
- *exhibition games between two National League basketball teams*
- *coaching demonstrations involving players from a Premier League football club.*

You can find further details of the two-day programme in the July and August editions of the 'Local Advertiser', or visit our website, [www.midgebaylc.org.uk](http://www.midgebaylc.org.uk).

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Discuss the staffing issues facing the management of the leisure centre when planning the event outlined in **Figure 1** and explain how they might be addressed.

Answer this question in continuous prose. The quality of written communication in your answer will be assessed. *(12 marks)*

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The management intends to make an open day an annual feature on the centre's calendar of events.

Describe and justify appropriate methods of evaluating the success of the event. *(8 marks)*

**End of Assignment Task B**

**Turn over ►**

**Assignment Task C: Development of customer service skills and their application**

Study **Figure 2**, which is an email received by the manager of a leisure centre.

**Figure 2**

To:	<a href="mailto:info@leisurecentre.co.uk">info@leisurecentre.co.uk</a>
From:	<a href="mailto:DSmith@myemail.co.uk">DSmith@myemail.co.uk</a>
Subject:	Party experience

Dear Manager,

I wish to draw your attention to the very disappointing experience we had at your centre earlier this evening.

Two months ago, I made a booking for my son Toby's 6th birthday party at the centre. On payment of the deposit, I received confirmation of the group booking for 11 children and four adults, 4.30 – 6.30 pm on May 5th.

I ordered the 'Kiddies Party Package' which was to include:

- one member of staff to organise party games and supervise the activities
- sole use of the activity room, including soft play area, bouncy castle and mini disco
- a party meal of burger and chips and an ice cream dessert
- a birthday cake with my son's picture on the icing
- a party bag for each guest.

When we arrived at reception, I was informed that the activity room would not be ready for us until 5.00 pm as the earlier booking had only just left, and it needed cleaning before we could go through. I was then told to "keep the children under control, or take the children outside as they are preventing other customers from being served". At this stage, I asked to speak to the manager, but was told he was in a meeting.

We eventually started the party at 5.00 pm, but without the party organiser. The children were very excited and played on the apparatus whilst the adults supervised them. We did not see any staff until 5.30 pm when two leisure assistants brought in the trolley of food. As they served the burgers, I explained that I had expected the party to be organised by a member of the centre staff, and I could see that they were quite embarrassed to hear that we had been left on our own. Immediately one of the young assistants named Sam took charge of the event. Sam organised games and put on party music and coloured disco lighting. The children thoroughly enjoyed the party, and for that I wish to thank Sam, as he worked tirelessly to keep the children entertained.

I am very grateful for the work and effort Sam put in to making our party an enjoyable event under the circumstances. However, I am not at all happy with the general level of service we received tonight and look forward to your comments.

D. Smith (Mrs.)

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Explain how the manager should deal with the complaints made in the email.

Your answer should include a description of the actions taken by the manager within the leisure centre and a copy of the manager's reply to the customer. *(12 marks)*

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Name **one** leisure organisation that you have studied.

Discuss how well the organisation meets the immediate needs of its customers as they enter the facility. *(8 marks)*

**End of Assignment Task C**

**Turn over ►**

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Complete Assignment Task D during session 4.

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**Assignment Task D: The importance of the customer to the leisure industry**

Delivering excellent customer service produces satisfied customers and a happier, more efficient workforce.

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With reference to **one** leisure organisation that you have studied, explain what measures are taken in order to maintain a well-motivated and an efficient workforce. *(10 marks)*

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Assess how leisure organisations may benefit commercially by providing excellent customer service. You should refer to **one or more** leisure organisations that you have studied. *(10 marks)*

**End of Assignment Task D**

**END OF ASSIGNMENT TASKS**