

ADVANCED SUBSIDIARY GCE
LEISURE STUDIES
Leisure Industry Practice

G182

Candidates answer on the question paper.

OCR supplied materials:

- Clean copy case study

Other materials required:

None

Monday 6 June 2011
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, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Answer **all** the questions.
- Do **not** write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of **20** pages. Any blank pages are indicated.

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1 Sally is looking to achieve the Investors in People (IIP) quality system for The Fun Factory, although there are many other quality systems.

(a) Other than IIP, identify **three** quality systems.

1:

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2:

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3:

..... [3]

(b) Analyse the benefits to The Fun Factory of the IIP quality system.

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[Total: 19]

- 2 (a) Sally is aware of the need to review and keep up to date The Fun Factory's 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 by each hazard
- indicate **one** possible consequence should each hazard occur
- propose **one** realistic measure to eliminate or reduce each risk.

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
Fall from climbing frame	3	2			
Spilt food on the floor in the party zone	3	3			

[6]

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..... [8]

[Total: 24]

3 Sally takes into account both internal and external influences on The Fun Factory through the use of SWOT and PEST analysis.

(a) Identify **two**:

- **political**
- **economic**
- **social**
- **technical**

factors which are likely to affect The Fun Factory.

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

[8]

(b) Evaluate how location and access might affect The Fun Factory.

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- 4 (a) Explain **two** functions of a cash flow forecast which would be useful to a leisure organisation such as The Fun Factory.

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- (b) Discuss possible reasons for the cash flow problems experienced by The Fun Factory and suggest how its cash flow could be improved.

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5 Leisure organisations such as The Fun Factory must monitor their progress and success. In order to do this they collect information and feedback from customers.

(a) Explain what is meant by the terms:

(i) primary research

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(ii) secondary research.

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(b)* Assess how Sally could monitor and evaluate the success of activities such as birthday parties at The Fun Factory.

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[Total: 24]

18
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19
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