

Thursday 12 January 2012 – Morning

AS GCE LEISURE STUDIES

G182/01 Leisure Industry Practice

Candidates answer on the Question Paper.

OCR supplied materials:

- Clean copy Case Study

Other materials required:

None

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. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- 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).
- 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 **16** pages. Any blank pages are indicated.

1 Tony Farrer recognises there are quality issues which need to be addressed within Paintball Power. One quality system is Investors in People.

(a) Identify **three** benefits to Paintball Power of achieving the Investors in People (IIP) quality system.

1:

2:

3: [3]

(b) Often there are difficulties in achieving IIP status.

State **four** possible difficulties which Paintball Power may have in achieving IIP status.

1:

2:

3:

4: [4]

(d) Tony is aware of the need to review and keep up to date Paintball Power'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 the severity should each hazard occur
- 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
Gas canister discharging	3				
Paintball hitting a participant in the eye	3				

[8]

[Total: 25]

2 (a) Paintball Power takes into account both internal and external influences on its business, through the use of SWOT analysis and PEST analysis.

Complete the boxes below by identifying **two**:

- **P**olitical
- **E**conomic
- **S**ocial
- **T**echnical

factors which are likely to affect Paintball Power.

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

[8]

(b) Paintball Power has four centres in England, all of which use the Paintball Power brand.

Define the term 'branding'.

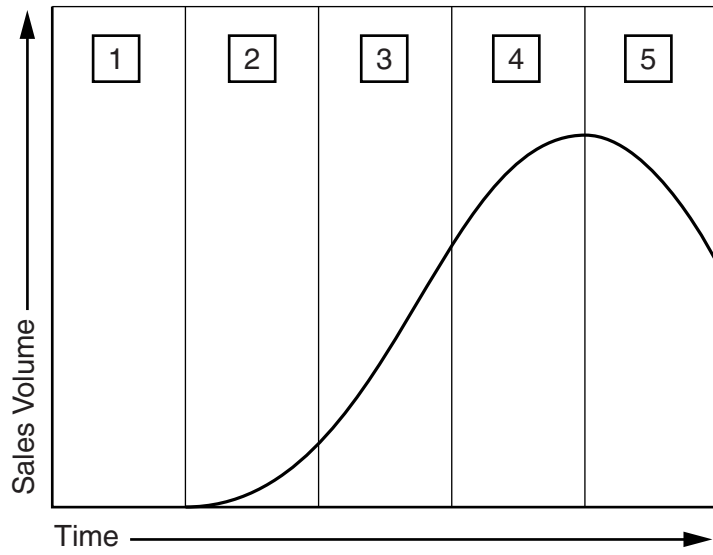
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.....

.....

..... [2]

(c) Every product moves through the product life cycle. Identify from the following diagram the key stages in the product life cycle.



- 1:
- 2:
- 3:
- 4:
- 5:

[5]

[Total: 15]

(c) Paintball Power uses a range of different promotional techniques.

Describe each of the following promotional methods:

direct marketing;

.....
.....
.....
.....

advertising.

.....
.....
.....
..... [4]

[Total: 22]

- 5 The Internet is an essential tool for Paintball Power. Through its website it takes all of the bookings for its four centres, and collects customer feedback. This data is analysed centrally.
- (a) The management information system (MIS) at Paintball Power is IT based. It needs to be secure, but still easy to use.

Identify and explain **two** ways in which the security of the MIS could be ensured.

Security Measure 1:

.....
.....

Explanation:

.....
.....
.....
.....

Security Measure 2:

.....
.....

Explanation:

.....
.....
.....
..... [4]

15
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