

# OCR

Oxford Cambridge and RSA

## Friday 15 May 2015 – 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 (a) A customer charter sets out the standards for a leisure organisation regarding customer service. Hannah and Lizzy are considering drawing up their own customer charter.

Identify and explain **two** advantages of a customer charter to a leisure organisation such as Blaxter's.

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[4]

- (b) Suggest **two** possible standards that Blaxter's could include in their customer charter. Give reasons for your answer.

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[4]



- (b)** Hannah and Lizzy embrace technology, and are very keen on the use of social networks. At present they use Facebook as their main means of marketing.

Assess the strengths and weaknesses of Blaxter’s using Facebook as their main means of marketing.

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[10]

- (c) Blaxter's must take into account both internal and external influences on their business, through the use of SWOT analysis and PEST analysis.

Complete the SWOT analysis for Blaxter's.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Range of livery options</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• No website</li> <li>•</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Riding lessons</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Home based leisure</li> <li>•</li> </ul>

[4]





4 Blaxter’s have problems predicting cash-flow.

(a) Explain the purpose of a cash-flow forecast.

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(b) Discuss possible reasons for the cash-flow problems experienced by Blaxter’s and suggest ways in which its cash flow could be improved.

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5 Hannah and Lizzy recognise the need to ensure they abide by all relevant pieces of legislation.

(a) Identify and explain **two** responsibilities that a leisure organisation such as Blaxter's has under the Health and Safety at Work Act.

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2 .....

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[4]

(b) Identify and explain **two** consequences of poor working practices to Blaxter's.

1 .....

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2 .....

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[4]



- (d) Hannah and Lizzy carry out risk assessments for all activities they offer and these are reviewed and updated as and when necessary. Below is an extract from a health and safety risk assessment for the yard.

Complete this health and safety risk assessment for Blaxter's. You must:

- identify the probability of the hazard occurring
- identify who is most likely to be harmed
- indicate one possible consequence should each hazard occur
- propose a 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
Being kicked whilst grooming the horse		4			
Falling from horse		3			

[8]





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