

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 7 June 2010
Afternoon

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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

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.

1 Dunhouse Farm is working towards the Investors In People quality award.

(a) Identify and explain **two** advantages staff could gain when a leisure organisation such as Dunhouse Farm achieves this award.

1:

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2:

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..... [4]

(b) Identify and explain **two** advantages Dunhouse Farm, as a leisure organisation, could gain from achieving this award.

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2:

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..... [4]

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..... [10]

[Total: 24]

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..... [10]

(b) Dunhouse Farm is aware of the need to review and keep up to date its health and safety risk assessment procedures. Below is an extract from the health and safety risk assessment for the farm.

Complete this health and safety risk assessment. You must:

- rate the risk on severity of 1 (low) to 5 (high);
- identify who is most likely to be harmed;
- indicate a possible consequence should each hazard occur;
- propose a realistic measure to eliminate or reduce each risk.

[8]

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
Transfer of germs from animals	4				
Quad bike turning over	3				

(c) Explain the reason for **each** realistic measure identified in **part 2(b)**.

Transfer of germs from animals

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Quad bike turning over

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..... [4]

(d) Identify **two** responsibilities that a leisure organisation such as Dunhouse Farm has under the Data Protection Act.

1:
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2:
..... [2]

[Total: 24]

- 3 (a) Dunhouse Farm takes into account both the internal and external influences on its business. This could be achieved through the use of a SWOT analysis.

Identify **two**:

- strengths;
- weaknesses;
- opportunities;
- threats;

which are likely to affect Dunhouse Farm.

[8]

Strengths	Weaknesses
1.	1.
2.	2.
Opportunities	Threats
1.	1.
2.	2.

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..... [10]

(b) In addition to admission fees, identify **two** possible sources of revenue at Dunhouse Farm.

1:
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2:
..... [2]

(c) An organisation such as Dunhouse Farm makes use of a variety of financial documents such as cash flow forecasts.

Explain the purpose of a cash flow forecast.

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..... [4]

[Total: 16]

- 5 (a) Dunhouse Farm uses a variety of market research methods in order to inform its marketing strategy.

Explain what is meant by each of the following terms:

- (i) qualitative data;

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..... [2]

- (ii) quantitative data.

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..... [2]

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