

General Certificate of Education
January 2008
Advanced Subsidiary Examination



LEISURE STUDIES
Unit 2 A People Business

LS02

To be conducted between 9 January 2008 and 22 January 2008

For this paper you must have:

- four 8-page lined answer books, one for each task
- your preparatory folder.

You may also use graph or plain paper to support your answers if you wish.

You may use a calculator.

Time allowed: 4 sessions of 1½ hours each

PREPARATORY FOLDERS MUST BE HANDED IN BY MONDAY 7 JANUARY 2008

FOR RELEASE TO CANDIDATES FROM 9 JANUARY 2008

Instructions

- Do **not** write anything on this paper. It must be brought into each examination session ‘clean’.
- Use blue or black ink or 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.
- Cross through any work you do not want to be marked.
- If you need extra paper, use additional answer sheets.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- Your preparatory folder will be returned to you at the start, and collected in at the end, of each examination session.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to 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 six-hour session or in up to four 1½ hour sessions. Each session must be a multiple of 1½ 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 1½ hours. Each task is to be written in a new answer book. At the end of each 1½ 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. 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 1½ 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
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	Two 3 hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	Four 1½ hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	One 4½ and one 1½ hour session
1½ hours	1½ hours	1½ hours	1½ hours	

or any other combination of four sessions in 1½ 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.

Attempt **all** assignment tasks.

Complete Assignment Task 1 during session 1.

THE ASSIGNMENT

Assignment Task 1: Provision for customer needs and expectations

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

- (a) Describe how your chosen organisation seeks to provide a positive atmosphere. Suggest how this affects customer views and attitudes. *(6 marks)*
- (b) Comment on how information sources at your chosen organisation could affect customer decision-making. *(4 marks)*
- (c) Assess the provision of security and safety at your chosen organisation. Include both positive and negative points. *(10 marks)*

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: The importance of the customer to the leisure industry

- (a) Name **one** leisure organisation that you have studied.
- (i) Comment on how your chosen organisation tries to motivate staff to provide customer service that meets the needs and expectations of its customers. *(5 marks)*
- (ii) Explain how the staff of your chosen organisation help to maintain a good public image. Suggest, where appropriate, how the staff could improve this public image. *(10 marks)*
- (b) Explain, from a customer's point of view, how customer service can provide a competitive edge over rival leisure organisations. *(5 marks)*

End of Assignment Task 2

Turn over for the next assignment task

Turn over ►

Figure 1

Mrs Alexandra Lavender-Jones
"The Willows"
Sandy Lane
Upper Town
14 December 2007

Mr Govern
Chairman of the Board of Trustees
City Art Gallery and Museum
Lever Street
Newtown

Dear Mr Govern

I am writing to you in your capacity as Chairman of Trustees to the City Art Gallery with regards to a number of issues that have affected my previous visits to this establishment.

Firstly, I am, as you know, a patron of your Gallery and have been donating some £10 000 to the gallery each year for the past ten years.

As a frequent visitor, I must bring to your attention the displeasure I felt on my last three visits in the week beginning 3rd December, which were on Monday, Wednesday and Friday of that week. On the Monday in question at 10.30 am, I was witness to some 100 eight to ten year olds moving about the gallery, seemingly in groups on every floor, quite noisy and obviously not able at that age to appreciate fine art or the need to keep quiet when viewing. I do not know what their teachers were supposed to be doing, but the children seemed to be going back and forth regardless.

On Wednesday afternoon at 2 pm, I found some 50 college students occupying every seat available in each gallery, all taking notes of drawings and paintings, which meant that I was unable to take a seat anywhere.

Then on Friday at 12.15 pm, I again tried to take some refreshments at the coffee house on the ground floor, only to find a queue of some 80 or more schoolchildren of 15 years of age, so I left in disgust.

In discussion with my friends at the Upper Town Artists' Society last week, I learnt that they have encountered similar problems and that this seems to be a regular occurrence, so I am beginning to wonder whether you have any consideration for the general public and senior citizens, or is this an educational establishment? I think, Mr Govern, that I may well have to reconsider my future patronage, and also to visit another major gallery in the region where I might be able to enjoy art with some peace and quiet.

Yours sincerely

Alexandra Lavender-Jones

Complete Assignment Task 3 during session 3.

Assignment Task 3: Development of customer service skills

Study **Figure 1**.

As the manager of the art gallery, you have been instructed by Mr Govern to write an initial reply to Mrs Lavender-Jones. Later, you will develop a plan of action to avoid similar complaints in the future.

- (a) Write your initial letter of reply, bearing the following points in mind.
- Your letter should **not** propose a solution to the problem.
 - The general public and educational visits are both important to the art gallery.

Your reply should reflect your customer service skills in dealing with a difficult situation.

(8 marks)

- (b) The Board of Trustees has instructed you to offer a solution to the issue of educational visits and the general public's needs and expectations. There is no finance for additional staffing.

Suggest and justify a plan of action which illustrates your future customer service strategy for the gallery to avoid similar complaints in the future.

(12 marks)

End of Assignment Task 3

Turn over ►

Complete Assignment Task 4 during session 4.

Assignment Task 4: Staff and their communication with customers

Name **one** leisure organisation that you have studied. Name **one** specific job in that organisation that deals with customers.

- (a) Devise and justify a six-point checklist that the specified staff member can use as a guideline for good customer service delivery. *(8 marks)*
- (b) Select any **three** points from your checklist. Discuss how they might be used to develop customer loyalty and repeat business. *(12 marks)*

End of Assignment Task 4

END OF ASSIGNMENT TASKS