



General Certificate of Education
Advanced Subsidiary Examination
January 2010

Leisure Studies

LS02

Unit 2 A People Business

To be conducted between 11 January 2010 and 22 January 2010

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 1 hour 30 minutes each

PREPARATORY FOLDERS MUST BE HANDED IN BY 8 JANUARY 2010

FOR RELEASE TO CANDIDATES FROM 11 JANUARY 2010

Instructions

- Do **not** write anything on this paper. It must be brought into each examination session 'clean'.
- Use black ink or black 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.
- Start each assignment task in a new answer book.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- Your preparatory folder will be returned to you at the start, and collected 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 6 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 with the appropriate Centre Declaration Sheet, etc. 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 hour 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: Key principles of successful customer service

- (a) Name **one** leisure organisation that you have studied.
- (i) Outline **one** maintenance procedure that is important for the delivery of successful customer service at your chosen organisation. *(2 marks)*
 - (ii) Explain how this maintenance procedure helps the delivery of successful customer service at your chosen organisation. *(8 marks)*
- (b) Successful customer service depends on staff working effectively together. If staff in a leisure organisation are uncooperative and obstructive when dealing with each other, it has an effect on how well they deal with customers.

Explain what actions should be taken to enable the staff to work together to deliver customer service more effectively. *(10 marks)*

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: Staff and their communication with customers

- (a) (i) The telephone is an important link between leisure organisations and their customers.

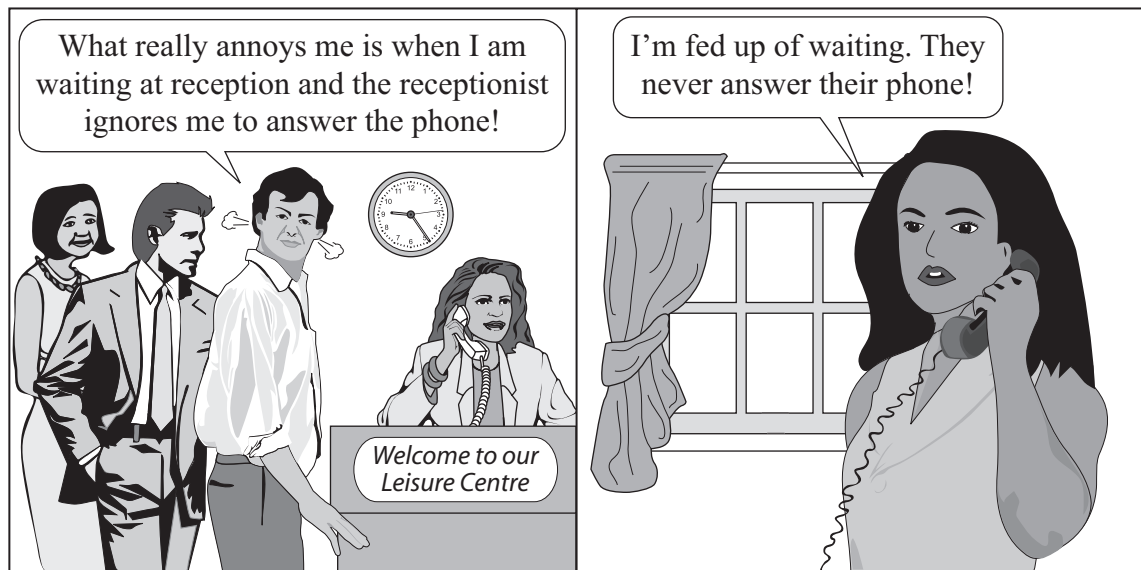
Describe the telephone skills needed to provide effective customer service. (4 marks)

Figure 1

Features of a leisure organisation's telephone system

- Rings 3 times, then if not answered trips to message advising caller of likely answer time with background music and goes to 'silent mode'.
- Provides call feature which allows the caller to indicate that they would like a call back as soon as possible.
- Telephone shows light on console in 'silent mode' so staff are aware that a call is waiting or that they should call back when they are free.

Figure 2



- (ii) Assess how a telephone system such as that described in **Figure 1** could help to provide a solution to the issues raised in **Figure 2**. (10 marks)

- (b) How can the dress and physical appearance of staff help to communicate a message about a leisure organisation to customers? (6 marks)

End of Assignment Task 2

Complete Assignment Task 3 during session 3.

Assignment Task 3: Provision for customer needs and expectations

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

- (a) Outline the security and safety measures provided at your chosen leisure organisation.
Explain how these measures meet customer needs and expectations. *(8 marks)*
- (b) (i) Outline the methods that your chosen organisation uses to provide information to its customers. *(4 marks)*
- (ii) Assess how well these methods of providing information meet the needs of both the customers and the organisation. *(8 marks)*

End of Assignment Task 3

Turn over ►

Complete Assignment Task 4 during session 4.

Assignment Task 4: The development of customer service skills/Different methods used to evaluate standards of customer service

- (a) Sometimes a new member of staff at a leisure organisation cannot immediately provide for a customer with specific needs. Suggest how that staff member should respond to such a situation. *(4 marks)*
- (b) Explain, using one or more examples, how staff in a leisure organisation can anticipate and head off potential customer complaints. *(6 marks)*
- (c) Compare the methods used to evaluate standards of customer service in **two** leisure organisations that you have studied. *(10 marks)*

End of Assignment Task 4

END OF ASSIGNMENT TASKS

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