Centre Number			Candidate Number		
Surname					
Other Names					
Candidate Signature					



General Certificate of Secondary Education January 2011

Leisure and Tourism

48403

Unit 3 The Business of Leisure and Tourism

Monday 17 January 2011 1.30 pm to 2.30 pm

For this pa	per you	must	have:
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the insert (enclosed).

Time allowed

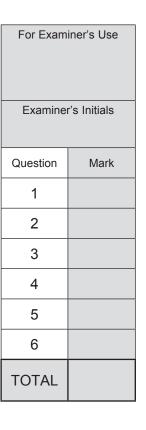
• 1 hour

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer all questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- Do all rough work in this 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 60.
- You are reminded of the need for good English and clear presentation in your answers.
- Questions 2(b) and 4(c) should be answered in continuous prose. In these questions you will be marked on your ability to use good English, to organise information clearly and to use specialist vocabulary where appropriate.





	Answer all questions in the spaces provided.
1	Study Figure 1 on the colour insert.
	The Nuffield offers a range of products and services, such as theatre plays and performances, a youth theatre and drama club, workshops for adults, a writers' group and a café bar.
1 (a)	Suggest two reasons why The Nuffield offers this range of products and services.
	1
	2
	(2 marks)
1 (b)	Describe the range of products and services provided by one leisure and tourism organisation that you have studied, other than The Nuffield.
	Name of organisation
	Description
	(6 marks)



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2	Study Figure 2 on the colour insert. It shows Katie, Marketing Assistant at The Nuffield, holding a poster that she designed.
	Theatres often use posters as promotional materials.
2 (a) (i)	Name two promotional materials, other than posters, that The Nuffield could use.
	A
	B
2 (a) (ii)	Identify two advantages for The Nuffield of using promotional material A and two advantages of using promotional material B .
	A
	В
	(4 marks)



2 (b)	Evaluate the variety of promotional materials used by one leisure and tourism organisation that you have studied, other than The Nuffield.	
	Name of organisation	
	Evaluation	
	(6 marks)	
	Extra space	
		1

Turn over for the next question

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3	Katie is responsible for advertising. Advertising is one of the promotional techniques used by The Nuffield.
3 (a)	Explain why advertising is important for organisations such as The Nuffield.
	(4 marks)
2 (b)	
3 (b)	Name two promotional techniques that Katie and The Nuffield could use, other than advertising.
	1
	2
	(2 marks)



4	Study Figure 3 on the colour insert, part of a webpage showing a campaign targeting the under-26s.
4 (a)	Suggest possible reasons why The Nuffield is offering free tickets to the under-26s.
	(4 marks)
4 (b)	What is meant by market segment?
	(2 marks)
	Question 4 continues on the next page
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Ex	tra space	



5	Leisure and tourism organisations employ staff at different levels of seniority, including supervisors and managers.
5 (a)	Choose one leisure and tourism organisation that you have studied. Describe the duties of one supervisor or manager in that organisation.
	Name of organisation
	Description of duties
5 (b)	(5 marks)
5 (b)	(5 marks) Explain the skills and personal qualities which the supervisor or manager needs in order to complete the duties that you have described in 5(a).
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6	Study Figure 4 on the colour insert, which shows a hotel on fire.
	Leisure and tourism organisations face different health and safety issues.
6 (a)	Outline one health and safety issue that you have studied and that arises in two leisure and tourism organisations.
	Name of organisation 1
	Name of organisation 2
	Outline of issue
	(2 marks)
C (b)	
6 (b)	Compare the ways in which your two chosen organisations deal with the health and safety issue outlined in 6(a).



(8 mark

10

END OF QUESTIONS





