

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
TOTAL	



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 paper you must have:**

- 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.



J A N 1 1 4 8 4 0 3 0 1

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 .....

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2 .....

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(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 .....

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(6 marks)



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**Turn over for the next question**

**Turn over ►**



**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 marks)

**2 (a) (ii)** Identify **two** advantages for The Nuffield of using promotional material **A** and **two** advantages of using promotional material **B**.

A .....

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B .....

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(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 .....

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Turn over for the next question

Turn over ►



**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.

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(4 marks)

**3 (b)** Name **two** promotional techniques that Katie and The Nuffield could use, **other than** advertising.

1 .....

2 .....

(2 marks)

6



**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.

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(4 marks)

**4 (b)** What is meant by *market segment*?

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(2 marks)

**Question 4 continues on the next page**

**Turn over ►**



**4 (c)** Discuss why leisure and tourism businesses such as The Nuffield need to segment their markets. In your answer, you may refer to other organisations that you have studied.

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**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 .....

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(5 marks)

**5 (b)** 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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(5 marks)

<b>10</b>

Turn over ►



**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 .....

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(2 marks)

**6 (b)** Compare the ways in which your **two** chosen organisations deal with the health and safety issue outlined in 6(a).

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(8 marks)

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**END OF QUESTIONS**



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ANSWER IN THE SPACES PROVIDED**

