



**General Certificate of Secondary Education  
June 2013**

**Leisure and Tourism**

**48403**

**(Specification 4840)**

**Unit 3: The Business of Leisure and Tourism**

**Final**

***Mark Scheme***

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Question	Expected response	Marks	AOs
1(a)	1 mark ✓ per correct element of answer.  <b>Possible responses</b> <i>She looks after sales and promotion ✓.</i> <i>She carries out market research ✓.</i> <i>She does market segmentation for the gallery ✓.</i>	2	AO1
1(b)	Mark as 2 x 2  1 mark ✓ per correct element of answer (1 mark for a basic suggestion, another mark for development).  <b>Possible responses</b> <i>Maybe she works as a guide in the gallery ✓ and she explains paintings to visitors ✓ as we see in the image.</i> <i>Maybe she does some interviews ✓ to find out what art the local people want to see in the gallery ✓.</i>	2 x 2 = 4	AO1 AO2
1(c)	<b>Levels marked</b>  If the chosen job is not customer-fronting (e.g. chef in a restaurant), the candidate cannot score any marks.  <b>Level 1 – Basic</b> A Level 1 answer just describes the job. At the top of Level 1, the description is detailed in the context of an organisation (as opposed to generic, i.e. with comments that could apply to any organisation).  <b>Level 2 – Clear</b> A Level 2 answer refers to the importance of the job, explicitly stating why it is important (e.g. serving customers, contributing to the quality of their experience and satisfaction). At the top of Level 2, the answer is analytical, referring to the causes and consequences of the importance of the chosen customer fronting job.	1 – 3  4 – 6	AO1 AO3
1(d)	1 mark ✓ per correct element of answer  <b>Possible responses</b> <i>Not all jobs are customer fronting: managers often work quietly in a back office ✓ as they do not need to talk to customers themselves but deal with forms or electronic documents ✓.</i> <i>Decisions about finance or marketing do not involve interactions with customers ✓.</i>	4	AO2
<b>Total of question 1</b>		<b>16</b>	

Question	Expected response	Marks	AOs
2(a)	<p>1 mark ✓ per correct element of answer (1 mark for a basic advantage, another mark for development).</p> <p><u>Note</u>: it must be an advantage for Kirsty, <u>not</u> for possible customers/visitors.</p> <p><b>Possible response</b> <i>She could probably negotiate a discount from the printer ✓ as she will have to print many on good quality paper ✓.</i></p>	2	AO1 AO2
2(b)	<p>1 mark ✓ per correct element of answer. (1 mark for a basic disadvantage, another mark for development).</p> <p><u>Note</u>: it must be a disadvantage for Kirsty, <u>not</u> for possible customers/visitors.</p> <p><b>Possible response</b> <i>If there is a typo on the poster, she would need to reprint them all ✓ unlike a webpage that she could easily update ✓.</i></p>	2	AO1 AO2
2(c)	<p>Mark as 1 + 4.</p> <p>1 mark ✓ to name a correct type of promotional material (poster, radio commercial, website...) and up to four marks for the justification, with 1 mark ✓ per correct element of answer.</p> <p><u>Note</u>: there is no right/wrong answer as to the choice of the promotional material.</p> <p><b>Possible responses:</b> <i>She should have a website ✓ for the Gallery. She could include images ✓ to show possible visitors what they could see and more ✓. Through the website she could also sell some merchandise ✓ with photos of the French actresses as well as links to films featuring them ✓.</i></p>	1+4 = 5	AO1 AO2
2(d)	<p>Mark as 1+4</p> <p>1 mark ✓ to name a correct type of promotional material (TV commercial, souvenirs...) and up to 4 marks for the justification, with 1 mark ✓ per correct element of answer.</p> <p><u>Note</u>: there is no right/wrong answer as to the choice of the promotional material.</p> <p><b>Possible responses:</b> <i>I would advise her not to do a TV commercial ✓. They are very expensive ✓ and as the Arts Gallery is only in her town ✓ people far afield who see the TV advert could not come anyway ✓.</i></p>	1 + 4 = 5	AO1 AO2
<b>Total of question 2</b>		<b>14</b>	

Question	Expected response	Marks	AOs
3(a)	<p>Mark as 2 + 2 (2 marks for supervisory, 2 marks for operational-level).</p> <p>1 mark ✓ per correct element of answer.</p> <p><b>Possible responses:</b></p> <ul style="list-style-type: none"> <li>- Supervisory means that some positions would be like line managers ✓ for example the head tour guide who would be responsible for all the other tour guides ✓.</li> <li>- Workers at the operational level are at the bottom of the hierarchy ✓ for example the receptionist who greets visitors when they come in ✓.</li> </ul>	2 + 2 = 4	AO1
3(b)	<p>1 mark ✓ per correct element of answer.</p> <p><b>Possible responses</b></p> <p>She will spend time training them ✓ in different ways so she can create a clear rota for everybody ✓.</p>	2	AO2
3(c)	<p><b>QWC question</b></p> <p>Advantages include the facts that organisations do not need to make their temporary workers redundant when there is no work for them; their contract is finite. Temporary workers are usually paid less than permanent staff whose salary may go up over time, according to length of employment.</p> <p>Disadvantages include the facts that temporary workers may require training or may be less motivated, which is not good for the organisation. Temporary workers also leave a void that is sometimes difficult to fill when they leave.</p> <p><b>Level 1 – Basic</b> A Level 1 answer is a list of advantages and/or disadvantages. At the top of Level 1, the answer is balanced.</p> <p>Written expression is basic or meaning is unclear.</p> <p><b>Level 2 – Clear</b> A Level 2 answer has the form of a discussion: the candidate does not just list advantages and disadvantages, but clearly tries to compare and contrast them, providing an argument. At the top of Level 2, the answer has a conclusion (e.g. about the fact that there may be more advantages than disadvantages).</p> <p>Written expression will be clear in conveying meaning.</p>	<p>1 – 4</p> <p>5 – 8</p>	AO3
<b>Total of question 3</b>		<b>14</b>	

Question	Expected response	Marks	AOs
4(a)	<p>1 mark ✓ per correct element of answer.</p> <p><b>Possible responses:</b>  <i>The risk assessment form gives Kirsty a list of possible problems of health and safety ✓.</i>  <i>As manager, she can then anticipate what might go wrong (for example if a customer gets injured) ✓ and has information about what to do in such a case ✓ and where she can find more information ✓ (for example in the “operations manual”).</i></p>	4	AO1 AO2
4(b)(i)	<p>1 mark ✓ for basic reason, 1 mark for description.</p> <p><b>Possible response</b>  <i>Food poisoning can happen at a fast food restaurant ✓ if they do not follow certain rules of hygiene when they cook in the kitchen ✓.</i></p>	2	AO1
4(b)(ii)	<p><b>QWC question</b>  <b>Levels marked</b></p> <p><b>Level 1 – Basic</b>  A Level 1 answer only describes the measures and procedures in place. At the top of Level 1, the description is detailed in the context of the chosen organisation.</p> <p>Written expression is basic or meaning is unclear.</p> <p><b>Level 2 – Clear</b>  A Level 2 answer explains the measures and procedures in place (“they do this <i>because...</i>”). At the top of Level 2, the answer is a precise explanation showing a good understanding of both the organisation and the chosen health and safety issue.</p> <p>Written expression will be clear in conveying meaning.</p>	1 – 3  4 – 6	AO1
4(c)	<p>1 mark per correct element of answer.</p> <p><b>Possible response</b>  <i>Many leisure and tourism organisations present particular risks ✓, for example drowning in a swimming pool ✓ so the public must be protected to prevent accidents ✓.</i></p> <p><i>Because of the health and safety legislation ✓ all organisations have to be careful otherwise they may be fined or closed ✓.</i></p>	4	AO1
<b>Total of question 4</b>		<b>16</b>	