

Centre Number						Candidate Number				
Surname										
Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
TOTAL	



General Certificate of Secondary Education  
June 2015

## Leisure and Tourism

**48403**

### Unit 3 The Business of Leisure and Tourism

Tuesday 2 June 2015 1.30 pm to 2.30 pm

You will need no other materials.

#### 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(e) 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.



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G/TI/109784/Jun15/E4

**48403**

Answer **all** questions in the spaces provided.

- 1** Study **Figure 1**. **Figure 1** shows Aviv, the manager of a restaurant in Belfast. Aviv's restaurant serves Mediterranean food.

**Figure 1**



- 1 (a) (i)** Suggest **one** health and safety issue that may be important for Aviv's restaurant.

**[1 mark]**

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- 1 (a) (ii)** Outline why the health and safety issue you suggested in **1(a)(i)** is important for Aviv's restaurant.

**[2 marks]**

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- 1 (b) (i)** Name **one** health and safety issue you have studied. Describe how **two** leisure and tourism organisations you have studied deal with this issue.

**[4 + 4 = 8 marks]**

Health and safety issue: .....

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Name of organisation 1: .....

How the organisation deals with this issue: .....

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Name of organisation 2: .....

How the organisation deals with this issue: .....

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**Question 1 continues on the next page**

**Turn over ►**



- 1 (b) (ii)** To what extent do the **two** organisations use the same practical measures to deal with the health and safety issue named in **1(b)(i)**? Explain your answer.

**[4 marks]**

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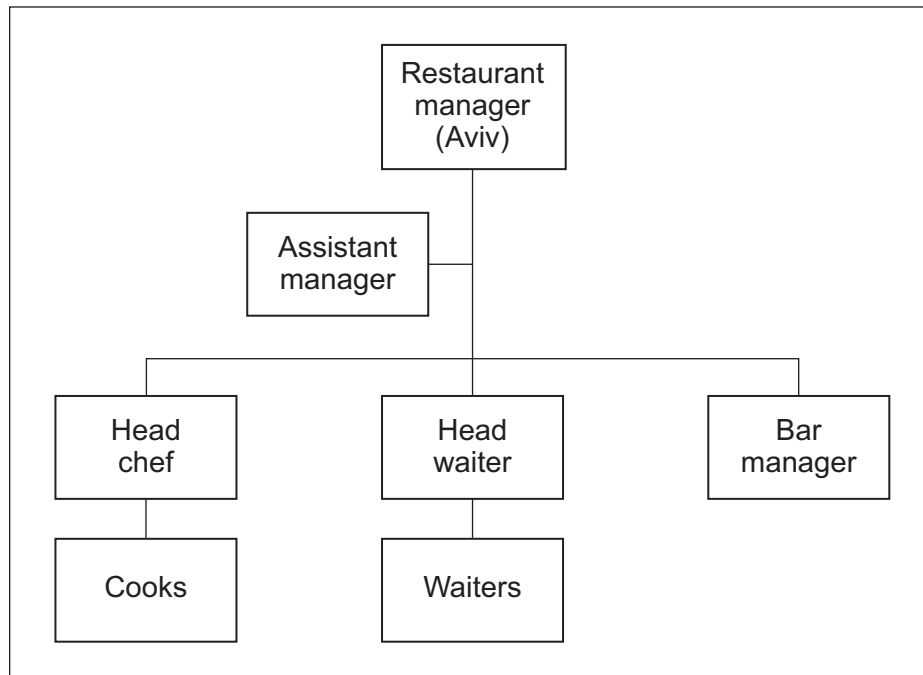
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- 2 Study **Figure 2**. **Figure 2** is an organisational chart showing the levels of seniority in Aviv's restaurant.

**Figure 2**



- 2 (a) Using **Figure 2**, which of the following is a supervisory job in Aviv's restaurant? Tick the correct box.

[1 mark]

Bar manager	<input type="checkbox"/>
Head waiter	<input type="checkbox"/>
Cook	<input type="checkbox"/>

- 2 (b) The waiters in Aviv's restaurant have a customer-fronting job. Give **one** example of a customer-fronting job, **other than** waiter, in the leisure and tourism industry.

[1 mark]

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Question 2 continues on the next page

Turn over ►



- 2 (c)** Explain why customer-fronting jobs are particularly important in the leisure and tourism industry.

**[3 marks]**

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- 2 (d) (i)** Name **one** leisure and tourism organisation you have studied. Outline the main duties of **two** jobs at different levels of seniority in that organisation.

**[2 + 2 = 4 marks]**

Name of organisation: .....

Job 1: .....

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Job 2: .....

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**2 (d) (ii)** Explain **two** skills needed to do each of the **two** jobs outlined in **2(d)(i)**.

**[4 + 4 = 8 marks]**

Job 1: .....

Skill 1: .....

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Skill 2: .....

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Job 2: .....

Skill 1: .....

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Skill 2: .....

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**Question 2 continues on the next page**

**Turn over ►**



- 2 (e)** Analyse why leisure and tourism organisations employ staff at different levels of seniority.

**[6 marks]**

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- 3 Study **Figure 3**. **Figure 3** shows the website homepage of Aviv's restaurant.

**Figure 3**



- 3 (a) To what extent is a website a suitable type of promotional material for Aviv's restaurant?

[6 marks]

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Turn over ►



Extra space .....

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- 3 (b) (i)** Suggest **two** promotional materials **other than** a website that Aviv could use for his restaurant.

**[2 marks]**

Promotional material 1: .....

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Promotional material 2: .....

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- 3 (b) (ii)** Describe **one** advantage **for Aviv's restaurant** of using **one** of the promotional materials suggested in **3(b)(i)**.

**[2 marks]**

Promotional material: .....

Advantage: .....

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- 3 (b) (iii)** Describe **one** disadvantage **for Aviv's restaurant** of using **one** of the promotional materials suggested in **3(b)(i)**.

**[2 marks]**

Promotional material: .....

Disadvantage: .....

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- 4 Study **Figure 4**. **Figure 4** shows some notes Aviv made when he was watching a video about marketing.

**Figure 4**

3 May 2015

Video: 'Marketing in Easy Steps'

→ attract more customers  
or get existing customers to spend more?

Ask **WHO**: who is my target market?

Ask **WHEN**: Lunch time? Dinner? Parties? Special events?

Promotional techniques: How about sales pitching?  
Maybe a good idea? – speak to Tamy

- 4 (a) In his notes, Aviv wrote about 'sales pitching'. What does 'sales pitching' mean?

[2 marks]

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- 4 (b) In his notes, Aviv wrote 'target market'. What does 'target market' mean?

[2 marks]

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Question 4 continues on the next page

Turn over ►



**4 (c)** Suggest how Aviv could segment his market.

**[6 marks]**

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Extra space .....

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**10**

**END OF QUESTIONS**

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Figure 1 © Getty Images

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