



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

Forename(s)

Candidate signature

GCSE LEISURE AND TOURISM

Unit 3 The Business of Leisure and Tourism

Tuesday 7 June 2016

Afternoon

Time allowed: 1 hour

Materials

You will need no other materials.

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(c) and 3(b) 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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Answer **all** questions in the spaces provided.

- 1 Study **Figure 1**. **Figure 1** is an article from a local newspaper.

Figure 1

A new CinePlex to open next month

Next month, a new CinePlex is going to open just outside town. It will include five movie theatres, two fast-food restaurants and a pub, as well as several gaming areas.

The gaming areas will have large computer screens as well as special effects such as flashing green lasers, UV lighting, digital projectors and vibrating seats.

The CinePlex will mostly aim to attract young people in the 18–30 age group.

- 1 (a) Suggest **two** reasons why CinePlex will mostly aim to attract young people in the 18–30 age group.

[4 marks]

Reason 1: _____

Reason 2: _____

- 1 (b) Which statement best describes the meaning of the term 'market segment'?

Tick the correct box.

[1 mark]

The process of dividing a market into small elements	<input type="checkbox"/>
The group of customers an organisation wants to attract	<input type="checkbox"/>
A group of customers that share similar needs and characteristics	<input type="checkbox"/>



2 Study **Figure 2**. **Figure 2** shows Simon Sanders, the CinePlex marketing director. As marketing director, Simon will make many marketing decisions before CinePlex opens next month.

Figure 2



2 (a) Simon will choose the most suitable type of promotional material for CinePlex to target young people in the 18–30 age group.

Simon has created a table to assess the types of promotional material he could use. Complete the table below.

[8 marks]

Types of promotional material	Why is this suitable to target young people in the 18–30 age group?	A possible disadvantage of this type of promotional material
Adverts on commercial radio	<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>
Merchandise	<hr/> <hr/> <hr/> <hr/> <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/>

Turn over ►



2 (b) (i) Suggest **one** type of promotional material **other than** commercial radio adverts and merchandise that you would recommend to Simon for CinePlex.

[1 mark]

2 (b) (ii) Explain how Simon could use the type of promotional material you named in **2(b)(i)** for CinePlex.

[4 marks]

2 (b) (iii) Evaluate how effectively the type of promotional material you named in **2(b)(i)** would target young people in the 18–30 age group.

[6 marks]



Extra space

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3 The new CinePlex will have to recruit staff. Jobs will be available at different levels of seniority.

3 (a) What does 'different levels of seniority' mean?

[2 marks]



- 3 (c)** CinePlex plans to recruit several Customer Service Assistants. Suggest **two** skills or personal qualities that the assistants would need.

Explain your answers.

[4 marks]

Name of skill or personal quality	Why is it necessary for the position of Customer Service Assistant at CinePlex?
1: _____	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
2: _____	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



- 4 Study **Figure 3**. **Figure 3** is an extract from an advertisement for a 'Health and Safety Officer' at CinePlex.

In many leisure and tourism organisations, 'Health and Safety Officer' is the job title of the person responsible for health and safety.

Figure 3

Job Vacancy

Health and Safety Officer at CinePlex

Key requirements:

- A You must have prior experience of Health and Safety work in leisure and tourism organisations.
- B You must have leadership skills.
- C You must be a good communicator.
- D You must be ready to work flexible hours, including outside normal office hours (9.00am–5.00pm).

- 4 (a) Outline **two** reasons why CinePlex needs a Health and Safety Officer.

[4 marks]

Reason 1: _____

Reason 2: _____

Question 4 continues on the next page

Turn over ►



4 (b) **Figure 3** lists four requirements that applicants must meet for the job of Health and Safety Officer at CinePlex. Choose **two** of these requirements and explain why they are important for the job.

[4 marks]

Requirement 1: _____

Why it is important for the job: _____

Requirement 2: _____

Why it is important for the job: _____

4 (c) (i) Describe **one** health and safety issue that you have studied.

[2 marks]

4 (c) (ii) Is the health and safety issue that you described in **4(c)(i)** relevant for CinePlex?

Justify your answer.

[2 marks]



4 (c) (iii) Explain how **one** leisure and tourism organisation that you have studied deals with the health and safety issue described in **4(c)(i)**.

[4 marks]

Name of organisation: _____

How the organisation deals with the health and safety issue: _____

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END OF QUESTIONS



There are no questions printed on this page

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