
GCSE

Leisure and Tourism

48403 The Business of Leisure and Tourism

Mark scheme

4840

June 2016

Version/Stage: 1.0 Final Mark Scheme

Mark schemes are prepared by the Lead Assessment Writer and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation events which all associates participate in and is the scheme which was used by them in this examination. The standardisation process ensures that the mark scheme covers the students' responses to questions and that every associate understands and applies it in the same correct way. As preparation for standardisation each associate analyses a number of students' scripts. Alternative answers not already covered by the mark scheme are discussed and legislated for. If, after the standardisation process, associates encounter unusual answers which have not been raised they are required to refer these to the Lead Assessment Writer.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of students' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Further copies of this mark scheme are available from aqa.org.uk

| Question | Expected response | Marks | AOs |
|-------------|--|----------------|------------------------|
| 1(a) | <p>Mark as 2+2</p> <p>One mark ✓ per correct element of answer (1 mark for a basic reason, another mark for development).</p> <p>Possible responses:</p> <p><i>People aged over 18 often have a job ✓ so they have disposable income to spend on leisure in places like CinePlex ✓.</i></p> <p><i>Many young people tend to enjoy gaming more than their parents ✓ which is why age is a key factor in CinePlex segmentation ✓.</i></p> | 4 | 2 AO1 2 AO2 |
| 1(b) | A group of customers that share similar needs and characteristics. | 1 | AO1 |
| | Total for question 1 | 5 marks | |

| Question | Expected response | Marks | AOs |
|-----------------|---|----------|------------------------|
| 2(a) | <p>Mark as 2+2+2+2</p> <p>One mark ✓ per correct element of answer (1 mark for a basic answer, another mark for development).</p> <p>Possible responses:</p> <p><i>Commercial radio is suitable to target young people because they often listen to commercial radios rather than the BBC ✓ for example when they drive in their car or at home in the morning ✓.</i></p> <p><i>A possible disadvantage of this type of promotional material is the fact that people do not always pay much attention to adverts on the radio ✓ as it is just in the background ✓.</i></p> <p><i>Merchandises are suitable to target young people because they often like gimmicks and small objects such as key rings and USB keys ✓ which they can carry around and then remember the organisation because of the name or logo ✓.</i></p> <p><i>A possible disadvantage of this type of promotional material is the fact that people could easily lose them ✓ or if it's not good quality and it breaks, it could give a negative image of the organisation ✓.</i></p> | 8 | AO1 |
| 2(b)(i) | <p>The Specification lists several types of promotional material: leaflet, website, posters etc. Acceptable answers not in the Specification include smartphone apps and bus wraps.</p> <p>Possible response: Website</p> | 1 | AO1 |
| 2(b)(ii) | <p>One mark ✓ per correct element of answer, up to 4 marks</p> <p>Possible responses:</p> <p><i>CinePlex should have a website where people can read information about the CinePlex ✓ and can also book seats for films or for gaming ✓ The website can also advertise future films and special events, for example for Halloween ✓ and there could even be games online and tasters to make people want to go there ✓.</i></p> | 4 | 2 AO1 2 AO2 |

| Question | Expected response | Marks | AOs |
|------------------|---|---|------------|
| 2(b)(iii) | <p>The answer is level marked.</p> <p>Level 1 – Basic (1-3 marks)</p> <p>A level 1 answer is descriptive: it merely states that the chosen type of promotional material is effective. At the top of level 1, the answer makes explicit references to the target group.</p> <p>Level 2 – Clear (4-6 marks)</p> <p>A level 2 answer is explicitly evaluative: it comments on the extent to which the chosen type of promotional material is effective – or not. At the top of level 2, the answer clearly mentions limits and disadvantages.</p> <p>Possible response (level 2):</p> <p><i>Using phone apps is a very good idea because many young people use their smartphones a lot; there could also be some viral marketing with this, especially if CinePlex adds little videos. This could make the launch of CinePlex very popular, there could be a real buzz around it, however if the apps crash a lot, or if people have to pay for it, this could create a negative image.</i></p> | <p>6 marks</p> <p>1-3</p> <p>4-6</p> | AO3 |

| Question | Expected response | Marks | AOs |
|----------|---|---|--------------------------------------|
| 2(c) | <p>The answer is level marked.</p> <p>Level 1 – Basic (1-4 marks)</p> <p>A level 1 answer is descriptive.</p> <p>At the bottom of level 1, it describes the promotional materials and techniques.</p> <p>At the top of level 1, the answer is precise (with the examples of promotional materials and techniques) however there is no explicit reference to encouraging sales.</p> <p>Level 2 – Clear (5-8 marks)</p> <p>A level 2 answer is explanatory.</p> <p>At the bottom of level 2, the promotional materials and techniques used by the candidate's chosen organisation are clearly linked to encouraging sales.</p> <p>At the top of level 2, the answer covers several ("a range of") promotional materials and techniques and explains how that range is important.</p> <p>Possible response (level 2): <i>Disneyland Paris uses several types of promotional materials. They have national TV commercials in order to reach a very large audience, as most people watch TV. This is part of "awareness raising" to promote new attractions for example, so people know about them, and may want to visit even if they have already been, because there is something new like Star Tours/ Star Wars in 2015. They also run some promotions and advertisements in some newspapers like The Sun in order to target their readers. Other promotions for example with Tesco Clubcard vouchers mean that they can reach other potential customers who do not read The Sun and people can obtain deals and discounts if they decide to go to Disneyland.</i></p> | <p>8 marks</p> <p>1-4</p> <p>5-8</p> | <p>2 AO2 6 AO3</p> |
| | Total for question 2 | 27 marks | |

| Question | Expected response | Marks | AOs |
|----------|---|--------------------------------|-----|
| 3(a) | <p>One mark ✓ per correct element of answer (1 mark for a basic definition, another mark for development).</p> <p>Possible response: <i>Different levels of seniority means that some jobs are higher than others in the staff hierarchy ✓ for example with the directors and managers on top, then the supervisory staff below them, then the operational workers who have less responsibility ✓.</i></p> | 2 | AO1 |
| 3(b) | <p>The answer is level marked.</p> <p>Level 1 – Basic (1-3 marks)</p> <p>A level 1 answer lists jobs at different levels of seniority and may comment on their relationships. The answer is descriptive, not explanatory. At the top of level 1, the description is precise in the context of an organisation (as opposed to generic i.e. with comments that could apply to any organisation).</p> <p>Level 2 – Clear (4-6 marks)</p> <p>A level 2 answer is explicitly explanatory: it explains why the chosen organisation has a range of staff at different levels of seniority (which could be with reference to the number of staff in total or job allocations, depending upon the organisation). At the top of level 2, the description is detailed in the context of an organisation.</p> <p>Possible response (level 2): <i>I have studied the local KFC restaurant. It has staff at different levels of seniority: operational crew (who get the orders or prepare the food), supervisors (who manage the teams) and two senior managers (who oversee the supervisors and the whole restaurant). This is necessary because there are so many staff (over 40), especially part-time, that clear lines of command authority are necessary. That way, everybody knows who they report to. The two senior managers report to the owner and are not involved with the operations, they only work in the back office.</i></p> | <p>6</p> <p>1-3</p> <p>4-6</p> | AO1 |

| Question | Expected response | Marks | AOs |
|----------|---|-----------------|----------------|
| 3(c) | <p>Mark as 2+2</p> <p>One mark ✓ per correct element of answer (1 mark for a basic suggestion, another mark for development).</p> <p>Possible responses: <i>Good IT skills may be necessary as the assistant may have some admin tasks to do in the office ✓ for example to write a report about customer service at the end of each day ✓.</i></p> <p><i>The customer service assistant will need to have very good customer skills to be patient and polite ✓ with all customers even if some of the young people are sometimes difficult and over excited ✓.</i></p> | 4 | 2 AO1 2 AO2 |
| | Total for question 3 | 12 marks | |
| 4(a) | <p>Mark as 2+2</p> <p>One mark ✓ per correct element of answer (1 mark for a basic reason, another mark for development).</p> <p>Possible responses: <i>CinePlex needs a Health and Safety Officer because there are food preparation areas in the restaurants ✓ and these places must be kept clean and hygienic, otherwise people may become ill (food poisoning) ✓ which would ruin the reputation of CinePlex.</i></p> <p><i>Health and Safety is important for all organisations (for customers and staff alike) ✓ and it is so specialised that it helps to have one person very knowledgeable and specifically responsible for this ✓ in case things go wrong.</i></p> | 4 | 2 AO1 2 AO2 |

| Question | Expected response | Marks | AOs |
|-----------------------------|--|-----------------|------------------------|
| 4(b) | <p>Mark as 2+2 One mark ✓ per correct element of answer (1 mark for a basic suggestion, another mark for development).</p> <p>Possible responses: <i>The Health and Safety Officer must have leadership skills to be able to give orders to other people ✓ for example to evacuate the building; it does not mean that they have to shout and be unfriendly, but they must be able to make other people listen and obey ✓.</i></p> <p><i>The Health and Safety Officer must be ready to work outside office hours for example evenings and weekends ✓ when the CinePlex is open and in full operation and likely to be busier increasing the risk of accidents or incidents. It is not a '9 to 5' job ✓.</i></p> | 4 | 2 AO1 2 AO2 |
| 4(c)(i) | <p>One mark ✓ per correct element of answer (1 mark for a basic answer, another mark for development).</p> <p>Possible response: <i>Fire ✓ which could result from someone smoking in a hotel bedroom (cigarette) or faulty electric equipment ✓.</i></p> | 2 | AO1 |
| 4(c)(ii) | <p>One mark ✓ per correct element of answer (1 mark for a basic answer, another mark for development).</p> <p>Note: the answer itself (yes/no) does not matter and does not attract a mark; what is being assessed is the justification.</p> <p>Possible response: <i>Yes, because fire could happen in any built environment ✓ and all the technology in the gaming areas (lasers, projectors etc) make CinePlex a likely place for short-circuits and electrical dangers ✓.</i></p> | 2 | AO2 |
| 4(c)(iii) | <p>One mark ✓ per correct element of answer</p> <p>Possible response: <i>Loykido Sports Centre would deal with fire in several ways: there are policies about what to do in case of fire ✓ for example evacuation of the building, in order to make sure that everybody is safe ✓. Employers are also trained to use the fire extinguishers on each floor ✓ so that a small fire could be dealt with locally and rapidly before it spreads ✓.</i></p> | 4 | AO2 |
| Total for question 4 | | 16 marks | |