

Teacher Resource Bank

GCSE Leisure and Tourism

Additional Sample Questions

- Unit 48403 The Business of Leisure and Tourism



These are sample questions.

These sample questions would **not** be likely to appear together in a single paper.

A complete specimen paper and mark scheme for this unit is provided elsewhere on the website. To view these files, simply click on the link (or type the address into a web browser) and you will be taken to the appropriate page on our website.

A complete specimen paper for this unit is provided here:

<http://store.aqa.org.uk/qual/newgcse/pdf/AQA-48403-W-SQP.PDF>

Mark scheme for this paper is at:

<http://store.aqa.org.uk/qual/newgcse/pdf/AQA-48403-W-SMS.PDF>

1 Study **Figure 1** (*Figure 1, January 2007 3840/1*) on the colour insert, which shows a plastic carrier bag used by the movie2nite leisure and tourism organisation, a DVD-rental shop.

1 (a) Outline why movie2nite's website address appears on the carrier bag.

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(2 marks)

1 (b) Describe movie2nite's likely target market.

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(4 marks)

1 (c) (i) Identify **four** promotional materials **other than** carrier bags and its website that movie2nite could use to encourage sales.

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(4 marks)

- 1 (c) (ii) Describe **one** promotional technique that movie2nite could use to help to increase sales.

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(4 marks)

2 Name **two** leisure and tourism organisations that you have studied.

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2 (a) Explain the range of products and services provided by **one** of your chosen organisations.

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(6 marks)

2 (b) Compare the promotional and sales activities of **both** organisations.

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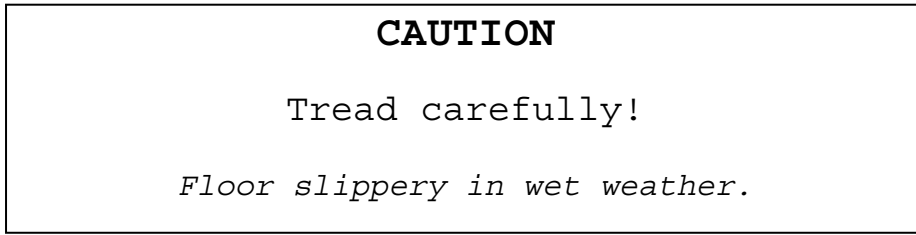
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(8 marks)

3 Study **Figure 2** which is a safety notice displayed in a hotel.

Figure 2



3 (a) (i) Explain why dealing with the issue in **Figure 2** is important for the hotel.

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(6 marks)

3 (a) (ii) Outline **two** measures **other than** displaying notices that the hotel could use to deal with the issue in **Figure 2**.

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(4 marks)

- 4 Name **two** leisure and tourism organisations that you have studied and identify **one** health and safety issue that they both face.

Evaluate how successfully **both** your chosen organisations have dealt with the health and safety issue that you have identified.

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(8 marks)

- 5 Name **one** leisure and tourism organisation that you have studied.

- 5 (a) Describe the duties of **two** job-holders at different levels of seniority in your chosen organisation.

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(2 x 3 = 6 marks)

- 5 (b) Analyse and evaluate the personal qualities and skills needed to do well **both** the jobs you described in (a).

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(12 marks)

Question	Expected response	Marks
1(a)	1 mark per each of the two valid ideas or 1 mark for an idea and the 2 nd mark. for its development. Possible valid ideas include:- to publicise movie2nite, to draw attention to its website, to attract more sales.	2
1(b)	People who are staying home in the evening maybe teenagers, perhaps as a group of friends at a sleepover, families with children, couples having a romantic night in, etc. Good answers will show some awareness that there are different groups within the target market. 1 mark per descriptive point.	4
1(c)(i)	The command word is “identify”, so a list is fine. Possibilities include leaflet, brochure, flyer, poster, bus wrap, TV or radio advertisement/commercial. 1 mark each.	4
1(c)(ii)	The command word is “describe”, so there is only 1 mark for identifying the technique. Remaining marks are per descriptive point. Possible techniques include advertising, sales pitching, product placement, sales promotions.	4

Question	Expected response	Marks
2	No marks for the names. This is to help the candidate focus on two case studies they have done during their course.	
2(a)	<p>Levels marked. Products and services are seen as one set of provision – there is no need for candidates to deal first with products and then with services separately.</p> <p>Level 1 – Basic Answers will at least identify a range of products/services and perhaps go on to describe them.</p> <p>Level 2 – Clear Answers will describe the range of products/services provided and explain why they are the ones that the organisation provides.</p>	<p>1 – 3</p> <p>4 – 6</p>
2(b)	<p>Levels marked. Compare means to identify similarities and differences. Promotional and sales activities include promotional materials and techniques used.</p> <p>Level 1 – Basic Answers will identify some of these and may treat the two organisations separately – not identifying similarities and differences.</p> <p>Level 2 – Clear Answers will offer a true comparison including both materials and techniques.</p>	<p>1 – 3</p> <p>4 – 6</p>

Question	Expected response	Marks
3(a)(i)	<p>Reasons include keeping customers (including internal customers) safe to present an appropriate image, to keep customers satisfied, to encourage repeat business or at least avoid a bad reputation as a result of accident publicity, because the law demands it or because it is morally the right thing to do.</p> <p>Level 1 – Basic Answers will offer simple lists of reasons why. They may be generic.</p> <p>Level 2 – Clear Responses will be clear explanations focussed on the issue in Figure 2, in the context of a hotel.</p>	<p>1 – 3</p> <p>4 – 6</p>
3(a)(ii)	<p>Possible measures include roping areas off, making oral announcements, changing the floor surface to make it less slippery, having more doormats and rain-excluding devices at the entrances.</p> <p>Point marked with 1 mark for a valid measure with further marks for its development. A single well-developed measure may score up to a total of 3 marks.</p>	4
4	<p>Issues could be fire safety, accident prevention, precautions against infectious disease, food hygiene, lifting/moving heavy equipment, handling dangerous substances, etc.</p> <p>Level 1 – Basic Answers will identify an issue and some way/s it is dealt with. They may be generic and deal only with one organisation.</p> <p>Level 2 – Clear Answers will clearly be set in the context of the named organisation and clearly evaluate the success of measures to deal with the identified issue in both the chosen organisations. Good answers will reach a clear and valid conclusion.</p>	<p>1 – 4</p> <p>5 – 8</p>

Question	Expected response	Marks
5(a)	<p>It is expected that answers will identify an operational level job and a supervisory/management level job in the same organisation. Duties are the tasks that are required of the job-holder by the employer.</p> <p>Point marked. To score, the 2nd job must clearly be at a different level of seniority in the same chosen organisation. Acceptable jobs are customer-facing jobs.</p>	2 x 3 = 6
5(b)	<p>Personal qualities are the innate characteristics of a person that make them suitable for a job role – patience, for example. Skills are capabilities that are learned, such as clear communication skills and the ability to use equipment.</p> <p>Analyse means identify and explain the various skills and qualities. Evaluate means explain how important they each are.</p> <p>Level 1 – Basic Answers will identify some qualities/skills.</p> <p>Level 2 – Clear Will explain them.</p> <p>Level 3 – Detailed Will genuinely evaluate their importance. Answers that deal only with one job will be marked up to a maximum of 6 marks.</p>	<p>1 – 4</p> <p>5 – 8</p> <p>9 – 12</p>