



**General Certificate of Secondary Education
June 2012**

Leisure and Tourism

48403

(Specification 4840)

Unit 3: The business of leisure and tourism

Mark Scheme

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Question	Expected response	Marks	AOs
1(a)(i)	<p>One mark for a basic, correct idea, one more mark for development of that idea.</p> <p>Possible response <i>Current members can book classes online (1), so they are sure to have a space when they arrive (1).</i></p>	2	AO2
1(a)(ii)	<p>One mark for a basic, correct idea, one more mark for development of that idea (showing why it is an advantage).</p> <p>Possible response <i>Potential customers can take the virtual tour online (1), so they may decide to join Loykido (1).</i></p>	2	AO2
1(b)(i)	<p>Acceptable answers include:</p> <ul style="list-style-type: none"> • leaflet, brochure, flyer • poster (and other advertisement) • TV and/or radio commercial • electronic materials e.g. twitter, Facebook, eblasts • merchandise with Loykido's name • billboards • bus wraps • mailshots <p>One mark for correct answer (from list above), one more mark for development (i.e. description).</p> <p>Possible response <i>Loykido could have adverts on the local radio (1), maybe with a musical jingle (1) that people would recognise.</i></p>	2	AO1
1(b)(ii)	<p>The answer must refer to the type from 1(b)(i).</p> <p>One mark for a basic, correct idea, one more mark for development of that idea (showing why it is an advantage).</p> <p>Possible response <i>Radio adverts are not as expensive to produce as TV adverts (1), so Loykido could use them regularly with updates about new classes (1).</i></p>	2	AO2

Question	Expected response	Marks	AOs
1(c)	<p>QWC question The answer is level marked.</p> <p>If the answer refers to Loykido, candidates cannot score above level 1, no matter how good the explanation is.</p> <p>Level 1 – Basic A level 1 answer is descriptive: it lists the promotional materials used by the candidate’s chosen organisation; there is no comment on the range. At the top of level 1, the answer is precise/detailed (in the context of the chosen organisation), as opposed to generic (i.e. with comments that could apply to any organisation). Written expression is basic or meaning is unclear.</p> <p>Level 2 – Clear A level 2 answer explains the range (no matter whether it is a wide range or not). At the top of level 2, the evaluation clearly refers to the chosen organisation (as a small B&B may not use a variety of promotional materials). Written expression will be clear in conveying meaning.</p> <p>Possible response (worth 6 marks) <i>The New York Waldorf Astoria does not use a wide range of promotional materials; they have a website but they do not engage in many other types of promotion and advertising because they have a well established reputation and they do not really need to advertise what they offer. In their case, that’s fine, they would not need leaflets. They have some adverts in glossy magazines but it’s more about PR.</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO3
1(d)	<p>One mark for basic suggestion of reason, one more mark for development of that reason.</p> <p>This question is notionally marked as 2+2, i.e. 2 marks about targeting young people and 2 marks about targeting elderly people – however candidates could score 3+1 if the reasons to target one market segment are clearly and convincingly presented. For 4 marks, both segments must be covered though (i.e. a candidate cannot score 4+0).</p> <p>Possible responses <i>Young people and teenagers are important customers because they may tell their school friends about it (1) and also when they are adults they will keep coming (1).</i></p> <p><i>Loykido targets elderly people because retired people may have more time (1) and may be able to go to the gym during the day (1) off-peak hours, when most other people are at work (1).</i></p>	4	AO1 AO2
Total of question 1		18	

Question	Expected response	Marks	AOs
2	<p>QWC question The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer mentions some types of market segmentation (for instance on the basis of age, gender, income or family lifecycle) used in the leisure and tourism industry, or outlines some examples of market segmentation. At the top of level 1 the answer is precise.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Level 2 – Clear A level 2 answer is written as an analysis: links between some products/services and market segments are explicit. Put another way, a level 2 answer includes both elements of “theory” (market segmentation criteria) and “practice” (examples from organisations). At the top of level 2, <i>at least</i> two examples of organisations are clearly presented.</p> <p>Written expression will be clear in conveying meaning.</p>	<p>1 – 4</p> <p>5 – 8</p>	<p>AO1 AO3</p>
	Total of question 2	8	

Question	Expected response	Marks	AOs
3(a)	<p>One mark for each valid point in the answer.</p> <p>Possible response <i>Children who already attend Ms Lee’s class can tell their friends (1), who in turn, will want to come, which mean more customers for Loykido (1). Their parents too can be interested and attend adult classes (1), whilst the children are with Ms Lee.</i></p> <p><u>NOTE</u> References to ideas such as reputation, word-of-mouth, image can be credited.</p>	2	AO2
3(b)	<p>One mark for each valid point in the answer.</p> <p>Possible response <i>The managers could mention the success of Ms Lee’s class on their promotional materials (1). They could have a photo on the website (1) or quote students’ feedback on the classes (1).</i></p>	4	AO2
	Total of question 3	6	

Question	Expected response	Marks	AOs
4(a)	<p>One mark for basic definition (idea of working with customers), one mark for development.</p> <p>Possible response <i>It means that they are in direct contact with customers (1): their work has a direct impact on their experience and enjoyment (1).</i></p> <p><u>NOTE</u> No mark for naming examples (such as receptionist) that are listed in Figure 3.</p>	2	AO1
4(b)	<p>Four marks maximum for each job holder (4+4); the marks are not transferable (i.e. a candidate could not score 5 for one description of one job, no matter how precise).</p> <p>One mark for each element of answer.</p> <p>Possible response <i>As Head Receptionist, Ms Scarlett is responsible for the smooth running of the reception area (1), she organises the rota for all the receptionists (1). She also deals with complaints from guests (1).</i></p> <p><u>NOTE</u> Candidates were asked for two customer service jobs at different levels of seniority in one leisure and tourism organisation.</p> <ul style="list-style-type: none"> • if the chosen organisation is not from the leisure and tourism industry, the maximum mark candidates could score here is 4 marks • if the two jobs are at the same level of seniority, the maximum mark candidates could score overall is 4 marks. 	2 x 4 = 8	AO1
4(c)	<p>Two marks maximum for each skill (2+2+2); the marks are not transferable (i.e. a candidate could not score 3 for one description of one skill).</p> <p>One mark for each element of answer (one mark to name the skill, one mark to explain it in context). Do not credit personal qualities such as being friendly and patient.</p> <p>Possible response <i>Ms Warnecke has very good linguistic skills (1) to sort out problems with international guests (1). She also needs good organisational skills (1) to plan the shifts and rotas for the staff she supervises (1).</i></p>	3 x 2 = 6	AO1
Total of question 4		16	

Question	Expected response	Marks	AOs
5(a)	<p>One mark per correct element of answer. Candidate may list several points or may just develop one; all these approaches are acceptable.</p> <p>Possible response <i>Ms Lee needed it to be qualified to work at Loykido (1), for insurance purposes (1) or for legal reasons (1). Children could hurt themselves in her classes (1), so Ms Lee would need to give them basic assistance (1) before the arrival of the doctor or ambulance (1).</i></p>	4	AO2
5(b)(i)	<p>One mark for basic answer, one mark for development (description).</p> <p>Possible response <i>COSHH (Control Of Substances Hazardous to Health) is about the fact that some chemicals are dangerous (1); even some foods and ingredients in cleaning products can cause skin allergies and asthma (1).</i></p>	2	AO1
5(b)(ii)	<p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer is descriptive; it provides some information (for example about a leisure centre dealing with COSHH by having measures and procedures in place) but there is no explicit comparison between staff and customers. At the top of Level 1, the answer shows a precise knowledge of the health and safety issue in the context of the organisation.</p> <p>Level 2 – Clear A level 2 answer clearly explains the importance for staff and customers (it may be equally important for both, for example in the case of fire safety, or more important for customers, for example in the case of food poisoning in a restaurant); this needs to be explicit for a Level 2 mark. At the top of Level 2, the answer is precise in the context of the chosen organisation, or it may refer to the reasons for the similarities or differences.</p>	<p>1 – 3</p> <p>4 – 6</p>	AO1
	Total of question 5	12	