

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
TOTAL	



General Certificate of Secondary Education
January 2013

Leisure and Tourism

48403

Unit 3 The Business of Leisure and Tourism

Tuesday 15 January 2013 9.00 am to 10.00 am

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 3(b) and 6(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.



J A N 1 3 4 8 4 0 3 0 1

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

1 Study **Figure 1**.

Figure 1



Michael Johnson runs a small business called *Lights*. *Lights* organises concerts, festivals and special events, such as firework displays, across the country.

“Many aspects of the business are important, especially marketing and sales, but health and safety is the most important one”, says Michael.

1 (a) Suggest **one** reason why health and safety is so important for Michael's business *Lights*.

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(2 marks)

1 (b) (i) Outline **one** health and safety issue that you have studied.

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(2 marks)



1 (b) (ii) Explain how **one** organisation that you have studied deals with this health and safety issue.

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(4 marks)

1 (b) (iii) Could this health and safety issue happen in Michael's business?

Justify your answer.

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(2 marks)

10

Turn over for the next question

Turn over ►



2 Study **Figure 2**. **Figure 2** shows some promotional materials with the name of Michael's business *Lights*.

Figure 2



2 (a) Which marketing word or phrase is used to describe the type of promotional material shown in **Figure 2**?

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(1 mark)

2 (b) Describe **one** advantage of this type of promotional material for the success of Michael's business.

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(2 marks)



2 (c) Describe **one** disadvantage of this type of promotional material.

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(2 marks)

2 (d) Recommend to Michael a type of promotional material **other than** the one named in **2 (a)**.

Explain how his business could benefit from using this other type of promotional material.

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(4 marks)

9

Turn over for the next question

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3 Leisure and tourism businesses use a range of promotional techniques.

3 (a) Describe the range of promotional techniques used by **one** organisation that you have studied.

Name of organisation

Description

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(4 marks)

Extra space

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3 (b) Explain how these promotional techniques encourage sales to your chosen organisation's target markets.

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(6 marks)

Extra space

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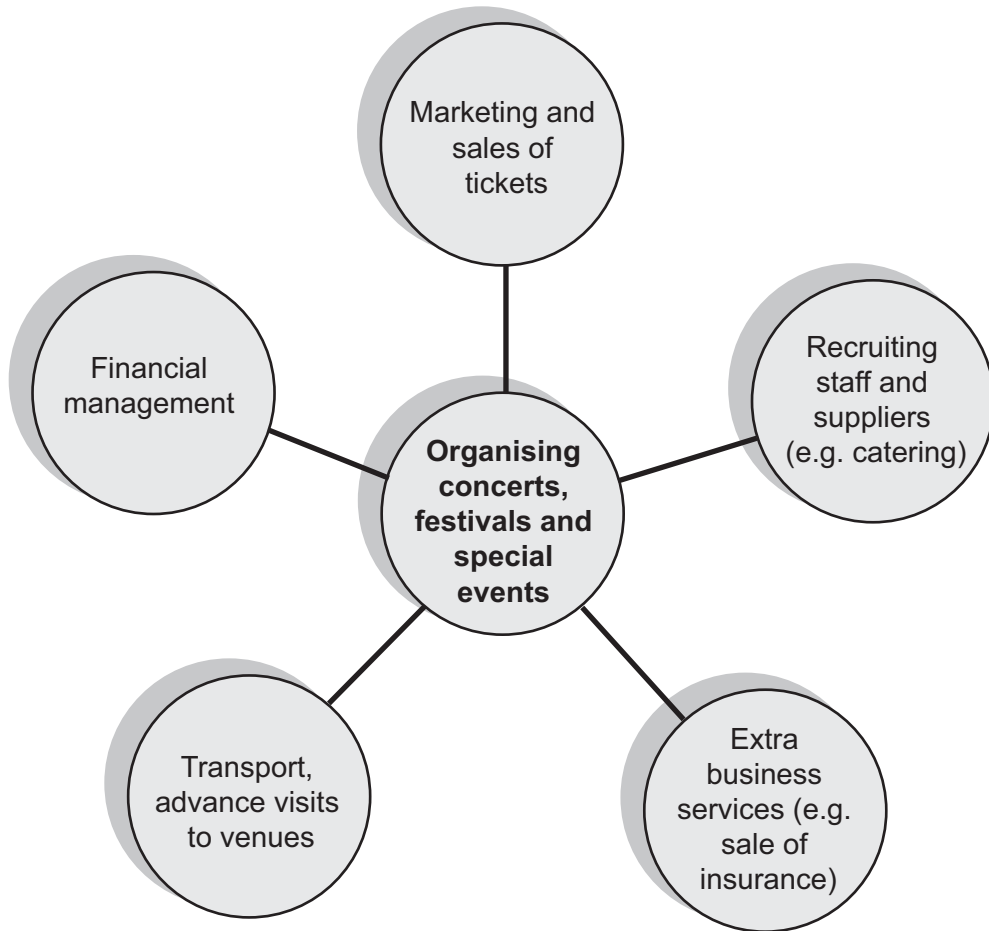
Turn over for the next question

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4 Study **Figure 3**. **Figure 3** shows the range of products and services that Michael's business offers.

Figure 3



4 (a) Name **one** organisation that you have studied.

Describe **two** of the products and services that this organisation sells.

Name of organisation

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5 Study **Figure 4**. **Figure 4** is an advert for an apprenticeship in Michael’s business.

Figure 4

Apprenticeship opportunity

Lights is a dynamic company organising concerts, festivals and special events across the country.

The apprenticeship would suit someone who has studied leisure, tourism or events management. A strong commitment to customer service is essential. A First Aid Certificate is an advantage.

The position is customer-fronting and operational.

Experience gained: the apprentice will work with our events manager in the office and during the events. Flexibility is important.

Contact: Michael@Lights.co.uk

5 (a) The advert includes the phrase ‘a strong commitment to customer service is essential’.

5 (a) (i) What does this phrase mean?

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(2 marks)

5 (a) (ii) Suggest why a strong commitment to customer service is essential for the apprenticeship at *Lights*.

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(2 marks)



5 (b) The advert includes the phrase ‘the position is customer-fronting and operational’.

5 (b) (i) What does ‘customer-fronting’ mean?

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(2 marks)

5 (b) (ii) What does ‘operational’ mean?

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(2 marks)

5 (c) Suggest why a first aid certificate is an advantage for the applicant.

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(2 marks)

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Turn over for the next question

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6 In leisure and tourism organisations people work at different levels of seniority.

6 (a) What does 'level of seniority' mean?

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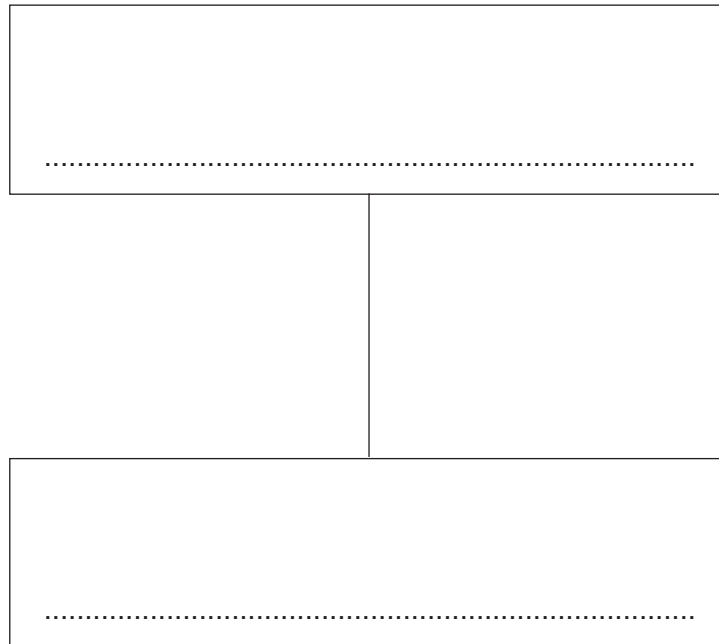
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(2 marks)

6 (b) Name **one** leisure and tourism organisation that you have studied.

Complete the diagram below with the names of **two** jobs at different levels of seniority in your chosen organisation.

Name of organisation



(2 marks)



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