

Final



**General Certificate of Secondary Education
January 2013**

Leisure and Tourism

48403

(Specification 4840)

Unit 3: The business of leisure and tourism

Final

Mark Scheme

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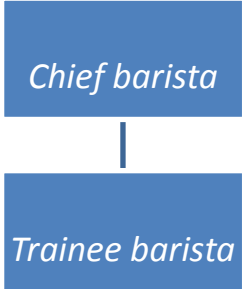
Question	Expected response	Marks	AOs
1(a)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea (application to Michael's business, as opposed to just "generic").</p> <p>Possible response <i>At the concerts he organises, there could be accidents involving large crowds ✓ and Michael could be sued ✓.</i></p>	2	AO2
1(b)(i)	<p>One mark ✓ for basic answer, one mark for development.</p> <p>Possible response <i>I have studied COSHH (Control Of Substances Hazardous to Health) ✓ about the fact that some chemicals in cleaning products are dangerous ✓.</i></p>	2	AO1
1(b)(ii)	<p>One mark ✓ for each correct element of answer.</p> <p>Possible response <i>At Starbucks the duty manager checks and records ✓ the temperature of the fridge and of the freezer every hour, using special thermometers ✓ that way s/he can make sure that the food and drinks are safe ✓ otherwise bacteria could cause food poisoning.</i></p>	4	AO1
1(b)(iii)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Note: The answer yes/no in itself does not matter: only the justification is being assessed (credited).</p> <p>Possible response <i>Yes because fires may occur in any environment ✓ and it would be very dangerous in a concert hall where large crowds are packed and maybe could not escape in time ✓.</i></p>	2	AO2 AO3
Total for question 1		10	

Question	Expected response	Marks	AOs
2(a)	<p>One mark ✓ for the term “merchandise” or “merchandising”.</p> <p>(Synonyms such as “souvenirs”, “freebies” and “giveaways” are acceptable; generic words such as “objects” and “goodies” are not marketing terms and cannot be credited).</p>	1	AO1
2(b)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea with reference to Michael’s business.</p> <p>NB. For the second mark, there must be a reference to Michael’s business (even implicitly): for 2 marks, the answer cannot just be generic and theoretical.</p> <p>Possible response <i>People can carry the objects with them ✓ for example the pen or keyring, so they will learn the name of Michael’s business ✓ without effort and without paying attention.</i></p>	2	AO1 AO2
2(c)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Possible response <i>If the pen or the keyring breaks easily, it would give a negative image of the business ✓ and people would not trust its quality and reliability ✓.</i></p>	2	AO1 AO2
2(d)	<p>Other types of promotional material include leaflets, brochures, flyers, posters, websites, TV commercials, radio commercials, etc. The chosen type itself is not important: what matters (what is being assessed) is the explanation.</p> <p>One mark ✓ for naming the type of promotional material.</p> <p>One mark ✓ for each correct element of answer, up to three marks, explaining the benefits for Michael’s business.</p> <p>Possible response <i>Michael could have a website ✓ with photos of concerts and good reviews, that way people would get positive information ✓. Through the website people could e-mail Michael ✓ to ask him for quotes and prices ✓ directly.</i></p>	4	AO2 AO3
Total for question 2		9	

Question	Expected response	Marks	AOs
3(a)	<p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer mainly lists the techniques used (advertising, sales promotions, sales pitching....), with little reference to the organisation. (Put another way, the text could apply to any similar organisation.)</p> <p>Level 2 – Clear A level 2 answer is a description in the context of the organisation, with the particular use made by the organisation. In this markband, more details (more context) enables candidates to score higher.</p> <p>Possible response at level 2 <i>The Everyman Theatre uses a wide range of promotional techniques: like most organisations they do some advertising (in a range of media, both printed and online) but they also do some cold-calling to people on their database (visitors who have come only once in the last 6 months) and they also do special offers, more than all the other theatres in the region.</i></p>	<p>1 – 2</p> <p>3 – 4</p>	AO1
3(b)	<p>QWC question The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer describes how the promotional techniques lead to sales in general. In this markband, more details (more context) enables candidates to score higher.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Level 2 – Clear A level 2 answer refers to sales to target markets that are explicitly identified. In this markband, more details (more context) enables candidates to score higher.</p> <p>Written expression will be clear in conveying meaning. For top marks, written expression is fluent and conveys meaning well.</p> <p>Possible response at level 2 <i>The Everyman Theatre has several target markets, especially young people (which is why the theatre is on Facebook, advertising some shows to young people, as most young people are using Facebook a lot) and local people who have come at least once over the last 6 months (which is why they phone them to try to get them to return to the theatre, or to ask them why they have not come back, as part of their customer research).</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2 AO3
Total for question 3		10	

Question	Expected response	Marks	AOs
4(a)	<p>Mark as 2+2</p> <p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Possible response <i>Flybe sells low-cost flights ✓ to a range of destinations in Europe, usually flying to small regional airports ✓.</i></p>	2 x 2 = 4	AO1
4(b)	<p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer describes the fact that leisure and tourism businesses sell a range of products and services, probably through a list of examples. In this markband, more details (more examples) enables candidates to score higher.</p> <p>Level 2 – Clear A level 2 answer explicitly refers to the <u>business advantages</u> of selling a range of products and services: more sources of income, spreads the risk, potentially attracts a wider range of customers... In this markband, more details (more examples) enables candidates to score higher.</p> <p>Possible response at level 2 <i>Leisure and tourism businesses rarely offer only one product or one service: even a small local gym is likely to have several courses and many types of membership card. There are numerous advantages: they can appeal to more people (especially if the prices are different, for example discounts at non-peak hours) and they can make more money (for example by selling drinks or gym clothes). Likewise travel agencies sell not only package tours but also insurance, foreign currency, etc.</i></p>	<p>1 – 3</p> <p>4 – 6</p>	AO2 AO3
Total for question 4		10	

Question	Expected response	Marks	AOs
5(a)(i)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Possible response It means that the person must have good customer skills ✓ for example they must be able to listen and smile and help people ✓.</p>	2	AO1 AO2
5(a)(ii)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Possible response Figure 4 says that they will need to work during the events (concerts etc) so with customers ✓ so the person must be good at dealing with different kinds of people ✓</p>	2	AO2 AO3
5(b)(i)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Possible response It means that the person will be in direct contact with customers ✓: their work will have a direct impact on their experience and enjoyment ✓.</p>	2	AO1
5(b)(ii)	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Possible response It means that the person will directly execute orders and complete hands-on tasks ✓; it is the opposite of supervisory or managerial ✓.</p>	2	AO1
5c	<p>One mark ✓ for a basic, correct idea, one more mark ✓ for development of that idea.</p> <p>Possible response Someone with a First Aid Certificate could help in case of accidents ✓. Besides, health and safety is very important for Michael's business in general ✓ so he may prefer to employ someone who shares that view.</p>	2	AO2 AO3
Total for question 5		10	

Question	Expected response	Marks	AOs
6(a)	<p>One mark ✓ for a reference to position in a hierarchy (this can be worded differently).</p> <p>One mark ✓ for a reference to any example of what determines that level, such as reporting, communication, setting tasks, etc (this can be worded differently).</p> <p>Possible response <i>Level of seniority refers to the hierarchy within one organisation ✓. The line manager is at a higher level of seniority than the person who reports to them ✓.</i></p>	2	AO1
6(b)	<p>One mark for identifying each jobholder (using the job title); no mark if only the person's name is identified ("Jason"). No mark if there is no clear sense of seniority (e.g. a lifeguard and a receptionist).</p> <p>Possible response <i>Café Nero Darlington</i></p> <div style="text-align: center;">  <pre> graph TD A[Chief barista] --- B[Trainee barista] </pre> </div>	2	AO1 AO2

Question	Expected response	Marks	AOs
6(c)	<p>QWC question</p> <p>The answer is level marked.</p> <p>Level 1 – Basic A level 1 answer describes the duties of the two jobholders, one after the other. In this markband, more details (more context) enables candidates to score higher.</p> <p>Written expression is basic or meaning is unclear.</p> <p>Level 2 – Clear A level 2 answer explicitly refers to similarities (“compare”) and differences (“contrast”) between the duties of the jobholders. In this markband, more details (more examples) enables candidates to score higher.</p> <p>Written expression will be clear in conveying meaning. For top marks, written expression is fluent and conveys meaning well.</p> <p>Possible response at level 2 <i>Both Caleb (the chief barista) and me (as trainee barista) have some duties and tasks in common: we both serve customers (we prepare coffees, cash in, etc) but there are some differences between us: Caleb is also responsible for supervising me, helping to learn new skills (for example about coffees that we do not prepare often) or making sure I do not do anything wrong (especially when people pay by card). One of my duties is also to clean the machines and the surfaces regularly; Caleb does not do that any more.</i></p>	<p>1 – 4</p> <p>5 – 7</p>	<p>AO2 AO3</p>
	Total for question 6	11	