

Centre Number						Candidate Number				
Surname										
Other Names										
Candidate Signature										

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



General Certificate of Secondary Education
June 2013

Leisure and Tourism

48403

Unit 3 The Business of Leisure and Tourism

Wednesday 22 May 2013 1.30 pm to 2.30 pm

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(c) and 4(b)(ii) 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 U N 1 3 4 8 4 0 3 0 1

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

1 Study **Figure 1**. **Figure 1** shows Kirsty, the manager of the Shine Arts Gallery.

Figure 1



“I am responsible for marketing,” says Kirsty, “but sometimes my role is also customer-fronting.”

1 (a) Kirsty is responsible for marketing the gallery.

What does ‘marketing’ mean?

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(2 marks)



1 (b) Describe **two** duties that Kirsty may carry out as part of her customer-fronting role.

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(2 x 2 = 4 marks)

1 (c) Analyse the importance of **one** customer-fronting job in **one** leisure and tourism organisation that you have studied, **other than** the Shine Arts Gallery.

Name of organisation

Customer-fronting job

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(6 marks)

Turn over ►



Extra space

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1 (d) Suggest why some jobs in the leisure and tourism industry are **not** customer-fronting.

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(4 marks)

16



2 Study **Figure 2**. **Figure 2** shows a poster that Kirsty has designed to advertise an exhibition on French actresses at the Shine Arts Gallery.

Figure 2



2 (a) Describe **one** advantage for Kirsty of using a poster to advertise the exhibition.

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(2 marks)

2 (b) Describe **one** disadvantage for Kirsty of using a poster to advertise the exhibition.

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(2 marks)

Turn over ►



2 (c) Recommend to Kirsty **one** type of promotional material, **other than** a poster, that she should use to advertise the exhibition. Justify your recommendation.

Promotional material

Why she should use it

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(1 + 4 = 5 marks)

2 (d) Advise Kirsty against using **one other** type of promotional material to advertise the exhibition. Justify your advice.

Promotional material

Why she should **not** use it

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(1 + 4 = 5 marks)

14



3 Study **Figure 3**. **Figure 3** shows an advertisement in the local newspaper to recruit temporary workers for the Shine Arts Gallery.

Figure 3

The Shine Arts Gallery needs you!

At our Special Exhibition 'French Actresses' this summer, a range of supervisory and operational-level jobs are available.

Minimum commitment: 1 day a week.

These positions are temporary.

For more information, please contact Kirsty North on 04747 654321.

3 (a) The advertisement refers to 'supervisory and operational-level jobs'. Explain the meaning of 'supervisory jobs' and 'operational-level jobs'.

Supervisory jobs

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Operational-level jobs

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(2 x 2 = 4 marks)

Question 3 continues on the next page

Turn over ►



3 (b) Suggest **one** reason why Kirsty expects a minimum commitment of one day a week.

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(2 marks)

3 (c) Temporary work is common in the leisure and tourism industry.

Discuss the advantages and disadvantages of employing temporary workers in leisure and tourism organisations.

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(8 marks)



Extra space

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14

Turn over for the next question

Turn over ►



4 Study **Figure 4**. **Figure 4** is an extract from a risk assessment document for the exhibition ‘French Actresses’ at the Shine Arts Gallery.

Figure 4

Risk Assessment – Exhibition ‘French Actresses’			
Risk	Risk level	Control	Supporting documents
Customers or staff may injure themselves on the property	High risk	• Follow emergency procedures, report incident, use first aid kit, contact doctor/hospital	See Operations Manual
		• Keep cleaning schedule and maintenance schedule and ensure regular inspection of property	See Operations Manual
		• Staff induction covers safe practices and safe handling	See Employment Policy
Property involved in a fire	Low risk	• Insurance cover for replacement	Renewed March 2013

4 (a) Give reasons why this risk assessment document may be useful to Kirsty.

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(4 marks)

4 (b) (i) Describe **one** health and safety issue that you have studied in **one** leisure and tourism organisation.

Name of organisation

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(2 marks)



4 (c) Explain why health and safety is important for leisure and tourism organisations.

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(4 marks)

16

END OF QUESTIONS

