

Friday 20 May 2016 – Morning

AS GCE LEISURE STUDIES

G182/01 Leisure Industry Practice

Candidates answer on the Question Paper.

OCR supplied materials:

Clean copy Case Study

Other materials required:

Duration: 1 hour 30 minutes



Candidate forename				Candidate surname			
Centre number				Candidate nu	ımber		

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer all the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. If additional space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.
- Do not write in the bar codes.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 100.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
- This document consists of 16 pages. Any blank pages are indicated.



1	(a)	Open Swim, as with any other leisure facility, uses chemicals around the facility. This includes
		within the pool water itself. This activity is controlled by the COSHH regulations.

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What does COSHH stand for?

[1]

(b) Open Swim do carry out risk assessments for all activities they offer and these are reviewed and updated as and when necessary. Below is an extract from a health and safety risk assessment for Open Swim.

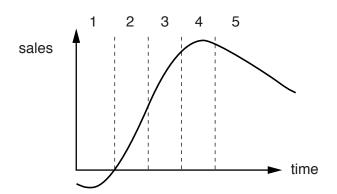
Complete this health and safety risk assessment. You must:

- identify the probability of the hazard occurring
- identify who is most likely to be harmed
- indicate one possible consequence should each hazard occur
- propose a realistic measure to eliminate or reduce each risk.

Hazard	Probability rating 1–5 (1 = low, 5 = high)	Severity rating 1–5 (1 = low, 5 = high)	Who is most likely to be harmed?	Consequence	Realistic measure
Slipping on pool side	5	2			
Small child in the deep end of the pool		5	Small Child		

[6]

2 (a) All products and services go through a life cycle as shown in the diagram below.



Tick one box below to identify the stage Open Swim is at in the product life cycle.

Stage 1	Research and Development	
Stage 2	Introduction	
Stage 3	Growth	
Stage 4	Maturity/Saturation	
Stage 5	Decline	

(b) Give reasons for your answer.

.....[2]

[1]

(c) Open Swim must take into account both internal and external influences on its business through the use of SWOT analysis and PEST analysis.

Complete the PEST analysis for Open Swim.

Identify two

- economic
- social
- technical factors that may affect Open Swim.

Political	Economic
Change in National Government	
Change in Employment Legislation	•
Social	Technical
•	•

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(a)	Open Swim is located in the small village of Errington.
	Evaluate the place element of Open Swim's marketing mix.

(b)	Leisure organisations such as Open Swim need to anticipate and satisfy the needs and expectations of their customers. This can be done through using both quantitative and qualitative research methods.
	Evaluate which of these two methods would be most suitable in providing Open Swim with the information to allow it to meet their customer's needs and expectations. Give reasons for your answer.
	[10]

(c)	Evaluate the product element of the marketing mix of Open Swim.
	[8]

(d)*	At present all stock control and ticketing at Open Swim is completed manually and recorded on paper. Sarah would like to move over to a computerised system for stock control and ticketing.
	Recommend whether Open Swim should invest in a computerised stock control and ticketing system or continue to use their manual system. Give reasons for your answer.

4	(a)	Open Swim's annual cash-flow forecast shows that their cash inflows throughout the year are not regular. Analyse possible reasons for this.
		[6]

(b)	Open Swim, like any leisure organisation, could benefit from using financial documents.
	Discuss the benefits to a leisure organisation such as Open Swim of preparing a profit and loss account (income statement).
	[8]

Due to the costs of maintaining Open Swim, effective financial control has become a priority. Assess the importance of budgeting as a means of financial control and monitoring to leisure organisations such as Open Swim.
[10]

5	(a)	Julia has been asked to do a presentation at the next committee meeting about introducing quality systems.
		Explain what a quality system is.
		[2]
	(b)	Other than Investors In People (IIP), identify two quality systems that operate in the leisure industry.
		1
		2 [2]
	(c)	Identify and explain two possible benefits of quality systems to the following:
		Customers of Open Swim
		1
		2
		The organisation Open Swim
		1
		2
		[8]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margins.					
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