

**ADVANCED SUBSIDIARY GCE
LEISURE STUDIES**
Leisure Industry Practice**G182**

Candidates answer on the Question Paper

OCR Supplied Materials:

- Clean copy Case Study

Other Materials Required:

None

Monday 7 June 2010**Afternoon****Duration: 1 hour 30 minutes**

Candidate Forename					Candidate Surname				
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Centre Number						Candidate Number			
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

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 **20** pages. Any blank pages are indicated.

1 Dunhouse Farm is working towards the Investors In People quality award.

- (a) Identify and explain **two** advantages staff could gain when a leisure organisation such as Dunhouse Farm achieves this award.

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[4]

- (b) Identify and explain **two** advantages Dunhouse Farm, as a leisure organisation, could gain from achieving this award.

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[4]

- (c) The stock control system in the shop at Dunhouse Farm is currently paper-based but management is looking towards moving to ICT-based systems. Before making a decision as to which system to adopt, there are a range of factors which Dunhouse Farm needs to consider.

Analyse **two** factors which management at Dunhouse Farm will need to consider when choosing a computerised stock control system.

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[6]

- (d)*** Evaluate the benefits and drawbacks to Dunhouse Farm of using ICT-based systems rather than paper-based systems.

[10]

[Total: 24]

- 2 (a)** Assess how the Disability Discrimination Act (DDA) could impact on an organisation such as Dunhouse Farm.

[10]

- (b) Dunhouse Farm is aware of the need to review and keep up to date its health and safety risk assessment procedures. Below is an extract from the health and safety risk assessment for the farm.

Complete this health and safety risk assessment. You must:

- rate the risk on severity of 1 (low) to 5 (high);
- identify who is most likely to be harmed;
- indicate a possible consequence should each hazard occur;
- propose a realistic measure to eliminate or reduce each risk.

[8]

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
Transfer of germs from animals	4				
Quad bike turning over	3				

- (c) Explain the reason for **each** realistic measure identified in part 2(b).

Transfer of germs from animals

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Quad bike turning over

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[4]

- (d) Identify **two** responsibilities that a leisure organisation such as Dunhouse Farm has under the Data Protection Act.

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2:

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[2]

[Total: 24]

- 3 (a) Dunhouse Farm takes into account both the internal and external influences on its business. This could be achieved through the use of a SWOT analysis.

Identify two:

- strengths;
- weaknesses;
- opportunities;
- threats;

which are likely to affect Dunhouse Farm.

[8]

Strengths	Weaknesses
1. 2.	1. 2.
Opportunities	Threats
1. 2.	1. 2.

- (b)** Assess how the marketing mix could be applied to Dunhouse Farm.

. [8]

- (c) Using **Fig. 1** discuss how effective the web page is likely to be in promoting Dunhouse Farm's range of facilities.

. [8]

[Total: 24]

- 4 (a) Due to increased competition effective financial control has become a priority for Dunhouse Farm.

Assess the importance of budgeting and the implications for Dunhouse Farm if this process is not carried out effectively.

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- (b) In addition to admission fees, identify **two** possible sources of revenue at Dunhouse Farm.

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- (c) An organisation such as Dunhouse Farm makes use of a variety of financial documents such as cash flow forecasts.

Explain the purpose of a cash flow forecast.

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[Total: 16]

- 5 (a)** Dunhouse Farm uses a variety of market research methods in order to inform its marketing strategy.

Explain what is meant by each of the following terms:

- (i) qualitative data;

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[2]

- (ii) quantitative data.

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[2]

- (b)** Discuss how Dunhouse Farm could use both qualitative and quantitative data in order to more effectively meet the needs and expectations of its customers.

. [8]

[Total: 12]

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