



General Certificate of Education
Advanced Subsidiary Examination
June 2009

Leisure Studies

LS02

Unit 2 A People Business

Specimen paper for examinations in June 2010 onwards

This question paper uses the new numbering system and new AQA answer book

For this paper you must have:

- four AQA 8-page lined answer books, one for each task
- your preparatory folder.

You may also use graph or plain paper to support your answers if you wish.

You may use a calculator.

Time allowed

- 4 sessions of 1 hour 30 minutes each

PREPARATORY FOLDERS MUST BE HANDED IN BY XX

FOR RELEASE TO CANDIDATES FROM XX

Instructions

- Do **not** write anything on this paper. It must be brought into each examination session 'clean'.
- Use black ink or black ball-point pen. Pencil, including colours, should only be used for drawing.
- Write the information required on the front of your answer books. The **Examining Body** for this paper is AQA. The **Paper Reference** is LS02.
- No materials from your preparatory folder are to be stuck into your answer books.
- Attempt **all** assignment tasks.
- Start each assignment task in a new answer book.
- Cross through any work that you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- Your preparatory folder will be returned to you at the start, and collected at the end, of each examination session.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

INSTRUCTIONS AND GUIDANCE FOR TEACHERS AND CANDIDATES TAKING EXTERNALLY ASSESSED ASSIGNMENTS

The externally assessed assignment

The assignment must be taken during the two-week assignment period. It may be taken as one 6 hour session or in up to four 1½ hour sessions. Each session must be a multiple of 1½ hours.

Preparing for the assignment

Candidates will sit the assignment under examination conditions. The preparatory folder, which must contain only notes written by the candidate and material collected from the organisations studied, must be collected by the teacher **before** the two-week assignment period begins. The folder will be given out at the beginning of each controlled conditions session and be collected in with the scripts at the end of each session and kept securely by the teacher between sessions. Nothing may be added to the folder during the two-week assignment period and no other material may be taken into the examination session(s).

Writing the assignment under controlled conditions

The assignment consists of four tasks, each designed to be completed in 1½ hours. Each task is to be written in a new answer book. At the end of each 1½ hour session, the answer book containing one completed task will be collected and kept securely by the teacher until the end of the final session. No alterations or additions may be made to candidates' answers to each task once the session has ended.

At the end of the final (fourth) session, the four answer books for each candidate must be fastened together and sent to the designated examiner with the appropriate Centre Declaration Sheet, etc. The preparatory folders must be kept under secure conditions until after the Enquiries upon Results deadline. AQA may call for these preparatory folders to be made available at any time during this period.

Controlled conditions sessions may be in any multiple of 1½ hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

1	2	3	4	One 6 hour session
1½ hours	1½ hours	1½ hours	1½ hours	
1	2	3	4	Two 3 hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	
1	2	3	4	Four 1½ hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	
1	2	3	4	One 4½ and one 1½ hour session
1½ hours	1½ hours	1½ hours	1½ hours	

or any other combination of four sessions in 1½ hour multiples.

Presentation of the assignment

- Keep strictly to the set tasks.
- You are advised that the completed assignment should be contained within a range of sixteen to twenty-four sides of written A4.

Attempt **all** assignment tasks.

Complete Assignment Task A during session 1.

THE ASSIGNMENT

Assignment Task A: Provision for customer needs and expectations

For this task, your answer must relate to any one leisure organisation that you have studied. Clearly indicate the name of the organisation at the start of your answer.

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| 0 | 1 |
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 Describe ways in which staff provide information and advice to customers and explain how these benefit the customers. *(10 marks)*
- | | |
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| 0 | 2 |
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 Explain how the provision of practical help and assistance by staff to customers benefits the leisure organisation. *(10 marks)*

End of Assignment Task A

Complete Assignment Task B during session 2.

Assignment Task B

For this task, your answer must relate to any **one** leisure organisation that you have studied. Clearly indicate the name of the organisation at the start of your answer.

The development of customer service skills

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Describe **one** customer service situation and comment on the specific customer service skills that are needed. *(8 marks)*

Key principles of successful customer service

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Identify **one** area of the organisation that has a high level of interaction with its customers.

Explain how and why the organisation ensures that sufficient suitably qualified and experienced staff are available in this area. *(12 marks)*

End of Assignment Task B

Complete Assignment Task C during session 3.

Assignment Task C: Evaluating standards of customer service

Question 1

For **one** leisure organisation that you have studied:

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 outline how a mystery shopper could be used *(4 marks)*

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 explain how an organisation could use feedback from the mystery shopper in the planning and preparation of its customer service. *(6 marks)*

Question 2

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 Assess the usefulness of surveys in the development of customer service. *(10 marks)*

End of Assignment Task C

Complete Assignment Task D during session 4.

Assignment Task D: The significance of product knowledge in providing customer service

Study **Figure 1**, which is a customer service scenario in a leisure organisation.

Figure 1

Sarah Johnson is a new staff member at a leisure complex which comprises a swimming pool, sports hall, outside courts for tennis and football, and separate facilities for weights, aerobics, health spa and martial arts. She has been told that she will have to take part in the standard three-day induction programme to learn about the products and services, as she is already qualified to work in both dry and wet activity areas. Also included in this will be advice on how to deal with after-sales situations that involve contacting the customers for their views or to give them offers. However, on the first scheduled day of the programme, there is a staff shortage and Sarah Johnson is set to work with an experienced member of staff who, during the day, is very impressed with her aptitude for the job. Owing to continued shortages of staff, Sarah never actually attends the three-day induction programme about the organisation's products and services, although she experiences on-the-job situations in different areas of the complex.

Three months later, the complex takes on six new staff. On their first day, they are all waiting to begin the standard three-day induction programme when Sarah Johnson comes across them and boasts that she never needed to do her induction as she was so good on the job. The Human Resources manager conducting the induction overhears this and is now concerned that the new employees might feel that the induction course is not important.

0 | 8

Discuss whether Sarah Johnson's experiences were adequate to provide her with the product and service knowledge that she needed. *(10 marks)*

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Discuss how a well-trained and knowledgeable workforce contributes to a leisure organisation's competitive edge. *(10 marks)*

End of Assignment Task D

END OF ASSIGNMENT TASKS

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