

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Advanced Subsidiary GCE**

**LEISURE STUDIES**

**G182**

**UNIT 3: Leisure Industry Practice**

Tuesday

**13 JUNE 2006**

Morning

1 hour 30 minutes

Candidates answer on the question paper.

Additional materials:

Pre-release case study material (clean copy).

Candidate Name	Centre Number	Candidate Number

**TIME** 1 hour 30 minutes

**INSTRUCTIONS TO CANDIDATES**

- Write your name in the space above.
- Write your Centre number and candidate number in the boxes above.
- Answer **all** the questions.
- Write your answers, in blue or black ink, in the spaces provided on the question paper.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- If you run out of space for an answer, continue on the lined page at the back of this booklet.
- If you use this lined page, you must write the question number next to your answer.

**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**.

FOR EXAMINER'S USE	
1	
2	
3	
4	
5	
TOTAL	

**This question paper consists of 12 printed pages, 1 lined page and 3 blank pages.**

- 1 (a) (i) Suggest a quality standard programme that could be used by Planet Earth Theme Park (Planet Earth).

.....[1]

- (ii) State **three** advantages to Planet Earth of implementing a quality standard programme.

1.....

2.....

3.....[3]

- (b) Assess how the management of Planet Earth could use the information from its administration and operational systems in its planning and decision making.

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.....[10]

- (c) Give **three** advantages and **three** disadvantages of a computer based system compared with a paper based system.

Advantages

1 .....

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2 .....

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3 .....

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Disadvantages

1 .....

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2 .....

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3 .....

.....[6]

[Total: 20]

- Management of Health and Safety at Work
- Provision and Use of Work Equipment
- Workplace (Health and Safety and Welfare)
- Manual Handling Operations
- Personal Protective Equipment at Work
- Health and Safety (Display Screen Equipment)

[8]

.....[6]

- (c) Leisure organisations need to carry out risk assessments. Planet Earth is developing a new 'white-knuckle' ride. Part of its risk assessment is shown below.

Complete the following risk assessment. You must:

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

<b>Hazard</b>	<b>Rating 1–5 (1 = low, 5 = high)</b>	<b>Who is most likely to be harmed</b>	<b>Possible Consequence</b>	<b>Realistic Measure</b>
Personal objects falling when customers use the ride	3			
Slips, trips and falls during entrance to and exit from cars on the ride	2			

[6]

[Total: 20]

- 3 (a) The new managing director feels that it is important to carry out an up-to-date SWOT analysis on Planet Earth.

Identify **two**:

- strengths
- weaknesses
- opportunities
- threats

in relation to Planet Earth.

Use the table below to complete the SWOT analysis.

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

[8]

[6]

Discuss how the product life-cycle model applies to Planet Earth.

.....[6]

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- 4 (a) Suggest **four** ways in which Planet Earth may generate income.

1 .....

2 .....

3 .....

4 .....[4]

- (b) Planet Earth often experiences cash-flow problems. Discuss the possible reasons for these cash-flow problems.

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.....[10]

- [6]

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- 1 .....[4]
- 2 .....
- 3 .....
- 4 .....

- Discuss a pricing strategy which would enable Planet Earth to achieve this objective and attract a wider range of customer groups.

.....[8

- a master budget
- a marketing budget

[8]

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This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dotted lines, providing a guide for letter height and placement. The lines are evenly spaced across the entire page, leaving ample room for writing practice. There is no text or other markings on the page.





