

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 EXAM	NER'S USE
1	
2	
3	
4	
5	
TOTAL	

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)		ess how the management of Planet Earth could use the information from its ninistration and operational systems in its planning and decision making.
			[10]

(c)	Give three advantages and three disadvantages of a computer based system compared with a paper based system.
	Advantages
	1
	2
	3
	Disadvantages
	1
	2
	3
	[6]
	[Total: 20]

[Turn over

- 2 (a) The European Union (EU) directives on health and safety (the 'Six Pack') cover:
 - 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)

Assess how three of these regulations could be applied to an organisation such as Planet Earth. You may wish to use examples from a leisure facility that you have studied to justify your assessment.
[8]

(b)	Analyse how Planet Earth could ensure that it meets the requirements of The Data Protection Act.
	[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

Hazard	Rating 1–5 (1 = low, 5 = high)	Who is most likely to be harmed	Possible Consequence	Realistic Measure
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]

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
Opportunities 1	1
1	1
1	1
1	1

[8]

()	Assess the product and place elements of the marketing mix of Planet Earth.
	[6]
	(a good or a service) over time. The stages of the product life-cycle are: development, launch, growth, saturation and decline.
	Discuss how the product life-cycle model applies to Planet Earth.
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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
(5)	these cash-flow problems.
	[10]

monitoring its financial performance.
[6]

5

(a)	Suggest four ways in which Planet Earth could monitor its year on year success.
	1
	2
	3
	4[4]
(b)	It is important that leisure organisations such as Planet Earth adopt a pricing strategy which has the objective of achieving a desired level of profit.
	Discuss a pricing strategy which would enable Planet Earth to achieve this objective and attract a wider range of customer groups.
	[8]

- (c) Discuss the use of:
 - a master budget
 - a marketing budget

within Planet Earth. You may wish to use examples from a leisure facility that you have studied to support your answer.
[8]

Please note: If you use this extra page you must write the question number next to your answer.

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