

LEISURE STUDIES
Unit 2 A People Business

LS02

To be conducted between 12 May 2008 and 23 May 2008

For this paper you must have:

- four 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 1½ hours each

PREPARATORY FOLDERS MUST BE HANDED IN BY FRIDAY 9 MAY 2008

TO BE OPENED AND ISSUED TO CANDIDATES FROM 12 MAY 2008

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 you do not want to be marked.
- If you need extra paper, use additional answer sheets.

Information

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- Your preparatory folder will be returned to you at the start, and collected in 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 1 during session 1.

THE ASSIGNMENT

Assignment Task 1: Key principles of successful customer service

Name **one** leisure organisation that you have studied.

- (a) Select **one** job at your chosen organisation that involves working directly with the public.

Outline the training in customer service procedures that this job would require.

Explain how the training serves the needs of the customer as well as the organisation.

(10 marks)

- (b) Select a **different** job in your chosen organisation that involves administration procedures.

Give examples of internal and external customer service procedures that would be needed.

Explain how these procedures benefit both the organisation and the customers.

(10 marks)

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: Staff and their communication with customers

- (a) For **one** leisure organisation that you have studied, explain, using examples, the impact that technology has on communication with customers.
(10 marks)
- (b) Explain how staff in a leisure organisation can use verbal and non-verbal communication to maintain or to improve the image of the organisation.
(10 marks)

End of Assignment Task 2


There are no assignment tasks printed on this page

Turn over ►

Complete Assignment Task 3 during session 3.

Figure 1


OLDHAM COMMUNITY LEISURE Royton Sports Centre Summer School Holiday Pool Timetable			
M O N D A Y	9 am – 12 noon General Session 9.30 am – 10.30 am Intensive learn to swim* (24th – 28th July / 7th – 11th Aug) Closed August Bank Holiday	12 noon – 2.30 pm Adults only 1.30 pm – 2.30 pm Adult lessons*	2.30 pm – 3.30 pm Monster splashout
T U E S D A Y	7.15 am – 8.30 am Adults only 9 am – 11 am General session Intensive learn to swim* 11.15 am – 12 noon AquaFit*	11 am – 1 pm Adults only	1.15 pm – 2.15 pm Monster splashout 2.30 pm – 3.30 pm Monster splashout
W E D N E S D A Y	9 am – 12 noon General session 9.30 am – 10.30 am Intensive learn to swim*	12 noon – 1 pm Adults only	1.15 pm – 2.15 pm Monster splashout 2.30 pm – 3.30 pm Monster splashout
T H U R S D A Y	9 am – 12 noon General session 9.30 am – 10.30 am Intensive learn to swim* 11 am – 12 noon Water babies*	12 noon – 2.15 pm Adults only 1.15 pm – 2.15 pm Post/Aqua natal*	2.30 pm – 3.30 pm Monster splashout
F R I D A Y	7.15 am – 8.30 am Adults only 9 am – 11 am General session Intensive learn to swim* 11.15 am – 12 noon AquaFit*	11 am – 1 pm Adults only	1.15 pm – 2.15 pm Monster splashout 2.30 pm – 3.30 pm Monster splashout



OCL

active

swim



Crèche open Tuesday, Wednesday, Thursday.

Pick up a leaflet for further details.

* Sessions marked – shallow end roped off.

Assignment Task 3: Provision for customer needs and expectations

(a) Study **Figure 1**.

- (i) Explain how Royton Sports Centre swimming pool has organised its summer programme to appeal to a range of customers with different needs.

(5 marks)

- (ii) Suggest **one** way in which the summer programme could be improved for customers. Justify your suggestion.

(5 marks)

- (b) Explain the customer service issues that any leisure organisation would need to consider if it was planning a summer programme for children under ten.

(10 marks)

End of Assignment Task 3

Turn over ►

Complete Assignment Task 4 during session 4.

Assignment Task 4: Different methods used to evaluate standards of customer service

Name **one** leisure organisation that you have studied.

- (a) (i) Outline **one** method that the organisation uses to monitor the effectiveness of its customer service.

(2 marks)

- (ii) Evaluate the success of this method.

(8 marks)

- (b) Identify **two other** methods that could be used by your chosen leisure organisation to obtain customer feedback.

Discuss the suitability of these methods for use within the organisation in developing its customer service.

(10 marks)

End of Assignment Task 4

END OF ASSIGNMENT TASKS

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS:

Figure 1: Oldham Community Leisure

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