



**General Certificate of Secondary Education
June 2012**

Leisure and Tourism 48403

(Specification 4840)

Unit 3: The business of leisure and tourism

Report on the Examination

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General

What was done well:

- Most candidates were able to define key terms from the Specification, for example 'customer fronting' and 'market segmentation'
- Most candidates were able to apply their knowledge to a new situation (thereby fulfilling the second Assessment Objective quite well).

What could be improved:

- Many candidates did not pay close attention to the wording of the questions (e.g. about staff and customers for the last question)
- Many candidates did not fully develop their answers (and consequently did not perform as well as they could have); some answers were too brief or too superficial.

Question 1

For 1(a)(i) and 1(a)(ii) most candidates managed to apply their knowledge to the stimulus material (i.e. to a new situation: the fictional gym called Loykido), but only a small number of candidates scored all the marks available (4 in total), as many answers often remained too brief.

For 1(b)(i) and 1(b)(ii) almost all candidates recommended a new form of promotion for Loykido, though, again, few candidates developed their answers to score the 4 marks available.

For 1(c) many candidates wrote an answer in the form of a list, not an explanation, despite the command term; as a consequence, their answers remained at Level 1 (often at the top of Level 1, with 3 marks). This shows that candidates needed to focus more on command terms (resisting the temptation to write about everything they knew about an organisation, but rather paying close attention to the particular angle of the question).

For 1(d) many candidates wrote very basic answers ('to keep fit', 'to have fun'), not picking up on the marketing focus of the question. Only a small number of candidates scored the 4 marks available, as again, their answers were not sufficiently developed.

Question 2

Candidates can find marketing questions quite difficult; most this time, however, knew the meaning of 'market segmentation', which deserves to be celebrated. To score at Level 2 (at least 5 marks) candidates had to provide a balance of 'theory' and 'practice' (as written in the mark scheme), integrating both examples and concepts of market segmentation. Quality of written communication (QWC) was taken into account with responses to this question.

Question 3

For 3(a), most candidates managed to score at least 1 mark; it was particularly good to see the use of appropriate terminology (reference to reputation and word-of-mouth).

For 3(b), most candidates also managed to score at least 1 mark; again, few of them developed their answers to score the full 4 marks available.

Question 4

For 4(a), most candidates were able to define ‘customer-fronting’; this question did not present much difficulty for them. For the second mark, candidates had to develop their definition a little.

For 4(b), candidates were asked about two customer service jobs *at different levels of seniority*; some answers were not correct in that respect; possibly due to not reading the exact wording of the question sufficiently carefully.

For 4(c) candidates had to identify three skills. A common weakness was that many candidates did not write about skills (e.g. mathematical skills, language skills) but about personal qualities (e.g. being friendly, being good natured).

Question 5

For 5(a), candidates were asked why Ms Lee needed a First Aid Certificate. Some candidates wrote very good answers, displaying intellectual creativity and realistic imagination.

5(b)(i) and 5(b)(ii): The final question was about health and safety; however, few noted that the question asked about both staff and customers. To score at Level 2, candidates needed to cover both groups in their answer. Few candidates did, which suggested, again, that candidates might have paid more attention to the precise wording of the question.

Mark Ranges and Award of Grades

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