



GCE

Leisure Studies

Advanced Subsidiary GCE

Unit **G182**: Unit 3: Leisure Industry Practice

Mark Scheme for January 2013

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Mark Scheme

January 2013

Annotations

Annotation	Meaning
	Correct
	Wrong
	Level 1
	Level 2
	Level 3
	Not answered the Question – award 0 marks
	Repetition
	Benefit of doubt

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(a)	<ul style="list-style-type: none"> maintain consistency dependable processes less wasted time less wasted materials employee morale is increased quality is everyone's responsibility. 	2	One mark for each correct identification up to a maximum of two identifications.	
	(b)	<p>Level 2 (5–8 marks) Customer Service Excellence ensures continuous improvement. The facility sets new targets every year to provide better facilities or reduce costs. This is good for the organisation as it is getting reduced funding so, by saving on provision, should make the organisation more cost effective. Customer Service Excellence should also ensure that new technology is maximised. The facility can use technology to add value to customers or improve the running of the facility – environment control of the pool. This benefits the customers and the organisation as costs are reduced; however, everyone benefits from the environmental impact being reduced. Standards and performance are at the forefront and are central to the organisation. Although initially setting up the quality system may cost more money, in the long run the benefits outweigh the costs. From this the customer, the staff and the organisation benefits from 'customer service excellence'.</p> <p>Level 1 (1–4 marks) Customer Service Excellence which was formally the Charter Mark does have advantages and disadvantages for both the customer and the</p>	8	<p>Level 2 (5–8 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of how Customer Service Excellence operates including the advantages and disadvantages of the quality system. Candidate effectively discusses the impacts on both user groups. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 2 (5–8 marks) Identification/description implied/assumed. Only one group covered – max 5 marks Explanation/analysis/ comparison of more than one point/both sides – 5–6 marks. An evaluation/judgement without overall conclusion/ prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p> <p>Level 1 (1–4 marks) List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/ limited discussion – up to 4 marks</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>organisation. There is an improved choice, the facility provides a wide range so customer's needs are met which in turn increases income for the facility. The users and staff are consulted, where possible. The facility actively asks users, both internal and external for ideas and communities have a say in the design and delivery of local services. The facility actively asks involves the local community – focus groups this means they should get what they want, but this also should bring in more customers for the business.</p>		<p>Level 1 (1–4 marks) Candidate identifies/describes how the quality system – Customer Service Excellence (Charter Mark) information may be in the form of a list of advantages. Candidates will include explanations of possible benefits which may be discussed with some success and is likely to be limited to one group. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>0 marks No response or no response worthy of credit.</p>	

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(a)	<p>Identify two:</p> <p>Political</p> <ul style="list-style-type: none"> • changes in national government • changes in local government • joint Initiative P/P/V • changes in legislation <p>Economic</p> <ul style="list-style-type: none"> • High levels of unemployment • Changes in taxation • Increases in VAT • Levels of investment locally <p>Social</p> <ul style="list-style-type: none"> • Ageing population • Changes in lifestyle • Changes in fashion • Attitude to exercise <p>Technical</p> <ul style="list-style-type: none"> • Changes in technology • Access to the Internet • Increased access to public transport • Development of home based leisure 	8	One mark for each correct identification up to a maximum of eight identifications.	

Question			Answer	Marks	Guidance	
					Content	Levels of response
	(b)	(i)	<ul style="list-style-type: none"> • process of giving a product or service a distinctive identity • aiming to create a unique image • makes it easily identifiable • separate from the competition. 	1	One mark for each correct identification.	
		(ii)	<ul style="list-style-type: none"> • a strong brand name and logo/image helps to keep your company image in the mind of your potential customers • a brand helps to build customer loyalty across your business • core messages will be created which truly reflect the features, benefits and unique qualities of the product or service • a clear consistent product and presence will instill confidence in customers • creates a sense of reliability, and responsibility • informs the culture of the business so everyone involved can easily support the business goals • a sharp focus will be created. 	4	Points marking (1+1x2) One mark for each correct identification up to a maximum of two identifications, plus one further mark for each of two explanations.	

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Question			Answer	Marks	Guidance	
					Content	Levels of response
3	(a)		<ul style="list-style-type: none"> • the facility meets its legal requirements • the organisation is attractive to work for • the facility is safe for users – no repercussions in terms of legal action • incidents if they do happen, can be dealt with effectively through good systems – no repercussions in terms of legal action • customers feel secure while there – gain good reputation leading to repeat business • staff are confident in the procedures they follow, and enjoy work – reduced absenteeism • any other reasonable answer. 	2	One mark for each correct identification up to a maximum of two identifications.	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b) (i)	<p>Tripping on the stairs:</p> <ul style="list-style-type: none"> most likely to be harmed by each hazard – staff/customers possible consequences – broken bones/sprains/cuts and bruises realistic measure – edge strips/banister rail/non slip surface <p>Spillage from the coffee machine:</p> <ul style="list-style-type: none"> most likely to be harmed by each hazard – staff/customers possible consequences – scolded hand/burn to hand/slip realistic measure – safety training prior to use/thermostat fitted onto the machine/clear instruction for use/appropriate signage – explaining machine may scold. 	6	One mark for each correct identification up to a maximum of six identifications.	Award for staff/customers
	(ii)	<p>Stairs Edging strip will allow people to see where the edge of the step is and so reduce the chance of someone missing a step.</p> <p>A banister rail will allow extra stability as people can hold onto it as they go up or down, increasing stability and lessening the chance of falling.</p> <p>Coffee machine Safety training prior to use will ensure that the staff fully understand the safety issues related to the coffee machine. If staff are trained in its use it is less likely that an accidents will occur</p>	4	Up to two marks for each of two explanations	Link to risk assessment

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c) (i)	To protect employees and other persons from the hazards of substances used at work by risk assessment.	2	Up to two marks	
	(ii)	<p>Indicative content:</p> <ul style="list-style-type: none"> the need to assess the risks to health from chemicals and decide what controls are needed the need to use those controls and make sure workers use them make sure the controls are working properly inform workers about the risks to their health train workers <p>Level 3 (7–10 marks) Galton Leisure must use chemicals, but in order to do this effectively it must assess all of the risks that may rise from the use of chemicals. It must, however act on this if they assess but do not put controls in place, accidents will still happen. Controls are only effective if they are followed; therefore, Galton Leisure must put systems into place to ensure that workers are following the controls properly. For Galton Leisure this would mean additional staff training for someone to be in a supervisory position and, therefore, may incur costs. Although more costly the downside is that an accident with chemicals would be negative publicity, this would cost the organisation more, therefore the COSHH regulations have a positive impact on organisations if applied correctly.</p>	10	<p>Levels of response marking.</p> <p>Level 3 (7–10 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of key elements of the COSHH legislation and the impact it has on leisure organisations. Candidate effectively discusses the features of the COSHH legislation. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 2 (4–6 marks) Candidate discusses a number of elements of COSHH. Candidates will show an understanding of the question and include explanations of the elements of the COSHH legislation. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>When showing priorities, a judgement is already being made.</p> <p>Level 3 (7–10 marks) Identification/description implied/assumed Explanation/analysis/ comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/ prioritisation – 8 marks With overall supporting conclusion – 9/10 marks</p> <p>Level 2 (4–6 marks) No list – must be at least 'describe' Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p>Level 1 (1–3 marks) List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>Level 2 (4–6 marks) In Galton Leisure COSHH means that before any member of staff can use chemicals Galton Leisure must train the staff in how to use chemicals safely in order to ensure that the staff are not effected and that it remains a safe environment for customers. Galton Leisure use a range of chemicals. Prior to use it must carry out risk assessments in the use of chemicals. The people who are working for the organisation must be informed of these risks and the potential harm to their health. It must also at the same time train workers and give them systems to follow in order to ensure what any risk to health is reduced or removed. The downside to this is that the staff must follow these systems if they are to work correctly.</p> <p>Level 1 (1–3 marks) All organisations have to use chemicals during their everyday activities and, therefore, have to abide by the COSHH Regulations which means they need to assess the risks to health from chemicals and decide what controls are needed. They need to use those controls and make sure workers use them. Make sure the controls are working properly. Inform workers about the risks to their health and train workers in using COSHH.</p>		<p>Level 1 (1–3 marks) Candidate identifies/describes key elements of the COSHH regulations. Information may be in the form of a list of actions to be carried out under COSHH legislation. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question.</p> <p>0 marks No response or no response worthy of credit.</p>	

Question			Answer	Marks	Guidance	
					Content	Levels of response
4	(a)	(i)	<ul style="list-style-type: none"> • assets • current assets • current liabilities • owners capital • fixed assets (non-current assets) • long term liabilities • capital • working capital or net current assets • net assets employed or net assets • total capital employed or total capital • intangible assets • debtors (receivables) • creditors (payables) • stock (inventories) • bank/cash • overdraft • depreciation • net book value • reserves • shares. 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Candidates should be given credit if they provide examples of fixed assets which may appear on a Balance Sheet; for example, machinery, vehicles, equipment, property/premises, fixtures and fixtures.</p>	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(ii)	<p>Indicative Content:</p> <ul style="list-style-type: none"> elements of a balance sheet only, rather than other financial documents snapshot in time of financial health, out of date straight away forecasting ready for presentation to accountants/auditors assess if key objectives are being met or need to be modified whether budgeting is being successful or not worth of the business liquidity of the business compare to other businesses/years etc. <p>Level 2 (5–8 marks) A balance sheet is a statement of a business's assets, liability and net worth. The purpose of a balance sheet is to show the type of assets which a business has and then to describe how these have been financed. The balance sheet, along with the income and cash-flow statements, is an important tool for management/stakeholders to gain insight into a public sector organisation such as Galton Leisure and its operations. The balance sheet is a snapshot at a single point in time of Galton Leisure's accounts – covering its assets, liabilities and capital. The purpose of the balance sheet is to give users an idea of the company's financial position along with displaying what Galton Leisure owns and owes. It is important that all stakeholders know how to use, analyse and read</p>	8	<p>Level 2 (5–8 marks) Candidate will show a clear understanding of the question and include detailed understanding of a balance sheet and its uses. Candidate effectively discusses the information that could be gained and used. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 1 (1–4 marks) Candidate identifies/describes how a balance sheet is used. Information may be in the form of a list of items included on a balance sheet. Candidates will include explanations of possible impacts the information will have which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>0 marks No response or no response worthy of credit.</p>	<p>Level 2 (5–8 marks) Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5–6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p> <p>Level 1 (1–4 marks) List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p>

Question			Answer	Marks	Guidance	
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			<p>this document. With a balance sheet Galton Leisure understands its financial strength and capabilities. Balance sheets can identify and analyse trends. This allows Galton Leisure to take action. It can compare the results to other businesses/years etc.</p> <p>Level 1 (1–4 marks) A balance sheet is a snapshot of a business' financial condition at a specific moment in time, usually at the close of an accounting period. A balance sheet comprises assets and liabilities. In a simple way it shows if Galton Leisure is able to meet its short term debts. Assets and liabilities are divided into short- and long-term obligations. An asset is anything which the business owns which has monetary value. Liabilities are the claims of creditors against the assets of the business.</p>			

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<ul style="list-style-type: none"> • café sales • parking costs • merchandise • vending machines • fairs • birthdays • weddings • events • room hire 	2	One mark for each correct identification up to a maximum of two identifications.	
5	(a)	<p>Indicative Content:</p> <ul style="list-style-type: none"> • identify peaks and falls in popularity on daily/weekly/yearly basis • staffing to be based around trends – saving money • maintenance can be pre planned around times when centre quiet • pre-planned maintenance could prevent greater emergency maintenance costs • stock there when needed • excess money not tied up in stock. <p>Level 2 (5–8 marks) A booking system allows Galton Leisure to understand when people are coming to use the facilities; It allows it to ensure that their resources are used in the most efficient way. It can organise the correct number of classes and staffing from the information collected. This information could also be used year on year to identify the peak and off peak times – so resources are used correctly Booking information can allow the management of</p>	8	<p>Level 2 (5–8 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of how information gained from the reservation and booking system can be used to help management of Galton Leisure to make decisions about the future. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 2 (5–8 marks) Identification/description implied/assumed. Explanation/analysis/ comparison of more than one point/both sides – 5–6 marks. An evaluation/judgement without overall conclusion/ prioritisation –7 marks. With overall supporting conclusion – 8 marks.</p> <p>Level 1 (1–4 marks) List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/ limited discussion – up to 4 marks</p>

Question			Answer	Marks	Guidance	
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			<p>Galton Leisure to identify peaks and falls in popularity on daily/weekly/yearly basis and allow it to organised staffing around this. This will help in the allocation of resources meaning potential cost savings. The staff can also organise maintenance which can be pre planned around times when the centre is quiet. This ensures customers are not affected and levels of service are maintained.</p> <p>Level 1 (1–4 marks) A booking system allows Galton Leisure to understand when people are coming to use the facilities; This allows it to ensure that its resources are used in the most efficient way. It can organise the correct number of classes and staffing from the information collected. This information could also be used year on year to identify a peak and off peak times – so resources are used correctly.</p>		<p>Level 1 (1–4 marks) Candidate identifies/describes the information which could be gained from the booking and reservation system. Information may be in the form of a list of information. Candidates will include explanations of possible use of information which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>0 marks No response or no response worthy of credit.</p>	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<ul style="list-style-type: none"> • firewall Helps to prevent unauthorised access, and prevent viruses entering the system • passwords. These only allow authorised people to access the system, which can be updated on a regular basis • restriction to different area of system through password protection. Only allows authorised people to access the system at the level to which they allowed • overall access to offices/computers – limit physical access to machines, thus reducing opportunities for people to access • covers to prevent view of screen/keyboards. This reduces the chance of someone else being able to see the password, as with pin numbers • back-up system in case of failure. This ensures that if any major problem occurs the system is fully backed. 	4	(1+1x2) One mark for each correct identification up to a maximum of two identifications, plus one further mark for each of two explanations	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Level 2 (5–8 marks) The website is presently being operated through the local council website. This is acceptable; however, the site is not very accessible and limits the number of people who can easily access the information about the centre. However, if the centre ran its own website, they could keep it up to date and make sure it stands out more so which may then increase customer use. The downside of this is that the centre would then need someone who is able to update the website, which may make the centre incur more costs. Overall the website is operating in a suitable way, as it is a local leisure centre and it is used by local people. They probably will not use the website, therefore, it does not have to be as up to date as other sites; however, it would be easier to keep it up to date and for people to find if it was Galton Leisure's own site.</p> <p>Level 1 (1–4 marks) The present arrangements for the website are not as appropriate as they should be. The website is not independent, and can only be accessed through the council website. This limits the number of people who can access the website and, therefore, is limiting the number of people who can access the information. However as it is run by the Council it also keeps the costs down for the leisure centre and ensures that it does not need to have someone employed purely to keep the website up to date. It needs to have its own website as people expect it and it gives it more control.</p>	8	<p>Level 2 (5–8 marks) Candidate will show a clear understanding of the question and include detailed identification and evaluation of the benefits to Galton Leisure of running their own website. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 1 (1–4 marks) Candidate identifies/describes how a web site could be used effectively. Information may be in the form of a list of items commonly found on a website. Candidates will include explanations of possible use of information which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>0 marks No response or no response worthy of credit.</p>	<p>Level 2 (5–8 marks) Identification/description implied/assumed. Explanation/analysis/ comparison of more than one point/both sides – 5–6 marks. An evaluation/judgement without overall conclusion/ prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p> <p>Level 1 (1–4 marks) List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/ limited discussion – up to 4 marks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
6	(a)*	<p>Indicative content:</p> <p>Objectives:</p> <ul style="list-style-type: none"> • raise awareness • increase sales • informing customers • motivating people to buy • improving image • attracting new customers • maintaining existing customers. <p>Methods:</p> <ul style="list-style-type: none"> • advertising • direct marketing • public relations • sales promotions. <p>Level 3 (7–10 marks) The leisure centre needs to show how safe it now is in order to reassure the general public who may use it. It could look at revamping the whole pool area and carrying out a new opening ceremony to show that the pool is all clean and safe. It could get the local news channel and local newspapers to come and write a story about the newly cleaned facility. It could also look at giving a local school or children's club free entry. It will get lots of children back into the pool, and if covered on TV or in the paper will show people that it is safe – a good piece of public relations. It could run a competition to get a new name or mascot for the pool and run it in a local schools and then ask the winning child to cut a ribbon – again this gets children involved. This could be combined with a BOGOF scheme –</p>	10	<p>0 marks No response or no response worthy of credit.</p> <p>Level 3 (7–10 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of a suitable marketing mix techniques. Candidate effectively discusses the features of a suitable marketing mix. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 2 (4–6 marks) Candidate discusses a number of marketing techniques. Candidates will show an understanding of the question and include explanation of a suitable marketing mix. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>Level 3 (7–10 marks) Identification/description implied/assumed Explanation/analysis/ comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/ prioritisation – 8 marks With overall supporting conclusion – 9/10 marks</p> <p>Level 2 (4–6 marks) No list – must be at least 'describe' Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p>Level 1 (1–3 marks) List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>buy an adult ticket get a child free. This would encourage the adults who make the decisions to take part as well, thus making the strategy more effective.</p> <p>Level 2 (4–6 marks) In order to overcome the recent negative publicity it could have a press release done which shows that the leisure centre has a clean bill of health and has passed the HSE tests. This should be in the local newspaper as it is more likely to be local people who read it. Galton Leisure needs to get people back into the pool so could look at making the first 100 people free. This will make it competitive and people will want to go. Also if it is free people are more likely to go and try the facility again. Getting pictures of people in the new pool, particularly people is likely to encourage other people to think it is safe and, therefore, get other back to the pool. They should look at discounting the cost to swim. This combined with the additional promotion should encourage people to come back.</p> <p>Level 1 (1–3 marks) In order to overcome the recent negative publicity it could have a press release done which shows that the leisure centre has a clean bill of health and has passed the HSE tests. This should be in the local newspaper as it's more likely to be local people who read it.</p>		<p>Level 1 (1–3 marks) Candidate identifies/describes appropriate marketing mix. Information may be in the form of a list of techniques. There is little or no attempt to discuss. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question.</p>	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Quantitative:</p> <ul style="list-style-type: none"> • increase in sales • increase in profit • turnover • number of visits to the facility <p>Qualitative:</p> <ul style="list-style-type: none"> • feedback from customers via comments card • surveys • focus groups <p>Points to consider:</p> <ul style="list-style-type: none"> • ticket Sales • repeat Visits • class Attendance <p>Level 3 (7–10 marks) Galton Leisure like any leisure organisation could be monitoring customer feedback by using both qualitative and quantitative methods. It could do customer surveys to see whether customers are attending as a result of the marketing campaign. However, it may inconvenience the customer who just wants to go home. Also often people do not always give truthful answers if asked questions face to face. It could also look at attendance numbers and income figures and see if these have changed. These would have to be reviewed against figures before and after the marketing campaign in order to give a true reflection of any increases in attendance and income. It could also review the number of people who have taken up</p>	10	<p>Level 3 (7–10 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of monitoring techniques. Candidate effectively discusses the features of monitoring techniques. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Level 2 (4–6 marks) Candidate discuss a number of monitoring techniques including qualitative and quantitative techniques. Candidates will show an understanding of the question and include explanations of possible techniques. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>Level 3 (7–10 marks) Identification/description implied/assumed Explanation/analysis/ comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/ prioritisation – 8 marks With overall supporting conclusion – 9/10 marks</p> <p>Level 2 (4–6 marks) No list – must be at least 'describe' Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p>Level 1 (1–3 marks) List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p>

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			<p>the classes after the new campaign is in place. This would be useful as these people could be asked if the reason they are there is because their awareness was increased due to the marketing campaign.</p> <p>Level 2 (4–6 marks) Galton Leisure like any leisure organisation could be monitoring customers by using both qualitative and quantitative methods, as one focuses on opinions and feelings and the other is shown through numbers. It could do a customer survey to see why customers have attended is it as a result of the campaign. This could be quite cheap if done in the facility; however, it may inconvenience the customer who just wants to go home. Also often people do not always give truthful answers if asked questions face to face. It could also look at attendance numbers and income figures and see if these have changed. These would have to be reviewed against figures at the before the new marketing campaign was in place as this would give a true reflection of any increases in attendance and income.</p> <p>Level 1 (1–3 marks) Galton Leisure like any leisure organisation could be monitoring customer feedback. By doing customer surveys to see what they think. It could also look at attendance numbers and see if these have changed. It could also look at income figures and see if this has increased. If numbers have increased following the marketing campaign, it is likely that the campaign, has been a success.</p>		<p>Level 1 (1–3 marks) Candidate identifies/describes methods to monitor success. Information may be in the form of a list of monitoring techniques. There is little or no attempt to discuss. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question.</p> <p>0 marks No response or no response worthy of credit.</p>	

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