



GCE

Leisure Studies

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

Advanced Subsidiary GCE

Mark Scheme for June 2018

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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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Annotations used in the detailed Mark Scheme (to include abbreviations and subject-specific conventions)

| Annotation | Meaning |
|------------|---|
| ✓ | Correct |
| ✗ | Wrong |
| L1 | Level 1 |
| L2 | Level 2 |
| L3 | Level 3 |
| NAQ | Not answered the Question – award 0 marks |
| REP | Repetition |
| BOD | Benefit of doubt |

| Question | Answer | Marks | Guidance | |
|----------|--|-------|----------|--|
| | | | Content | Levels of Response |
| 1a | A customer charter is a framework of how organizations work with customers in relation to overall standards. The customer service charter is something that allows them to stand out over the competition. | 2 | | Points marking Two marks for the explanation of the term customer charter. |
| 1b | <ul style="list-style-type: none"> • We aim to answer all telephone calls within 30 seconds • We aim to provide a clean and comfortable environment. • Centre will be cleaned daily to a planned schedule and on a reactive basis as required • We will endeavour to attend to areas that are reported as unsatisfactory within 15 minutes • Our staff will wear name badges • Our staff will be dressed in appropriate uniform • Value & welcome feedback & will respond to comments within 5 working days • Carry out annual customer survey • A duty manager /member of staff will be available to speak to you at all times | 6 | | Points marking One mark for each correct identification of customer charter items, maximum of six identifications Or any other suitable answer. |
| 1c | Advantages <ul style="list-style-type: none"> • Customers understand what they can expect. • Customers feel valued by the organisation. • Continuous improvement | 2 | | Points marking One mark for each correct identification of advantages and maximum of two identifications. |

| Question | Answer | Marks | Guidance | |
|----------|---|-------|---|---|
| | | | Content | Levels of Response |
| 1d | Advantages <ul style="list-style-type: none"> • Competitive advantage over other service providers • Gives staff a focus in terms of service delivery. • Use towards continuous improvement • Increase in repeat business • Customer Loyalty | 2 | | Points marking One mark for each correct identification of advantages and maximum of two identifications.. |
| 2a | 1. Research and Development 2. Introduction 3. Growth 4. Maturity / Saturation 5. Decline | 5 | | Points marking One mark for each correct stage to a maximum of five identifications. |
| 2b | Indicative Content <ul style="list-style-type: none"> • 3 screen Cinema • Shop • Membership • Artesian Workshops • Café <p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit</p> <p>Level 1: [1-4 marks] The product element of the marketing mix is a key element, it is one of the main reasons if not the reason why customers use facilities. The Cinema is</p> | 8 | <p>Level 1: [1-4 marks] Candidate identifies/describes the product element of The Signal Box Cinema it may be in the form of a list of advantages and disadvantages of the present product . 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>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> <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 –</p> | |

| Question | Answer | Marks | Guidance | |
|----------|---|-------|--|---|
| | | | Content | Levels of Response |
| | <p>not unique, and recently there is another in the area. They often show films after they have been released elsewhere, and some of the workshops are seen as old fashioned. They seem to be a facility who has failed to update the products on offer.</p> <p>Level 2: [5-8 marks]</p> <p>The product element of the marketing mix is a key element; it is one of the main reasons if not the reason why customers use facilities. The facility seems to be a little fashioned and they have failed to develop the products on offer. However they still bring in a large number of customers but this could be said to be due to the USP of being in an old railway building, or cheaper than other cinemas in the area. The product offer is very basic, and the only reason they have not moved into decline in the product life cycle is because of its uniqueness and its cheap price which the locals take advantage of. However in the future unless they update the look of the facility it is likely that even the locals may stop using the facility, and use the new facility close by.</p> | | <p>Level 2: [5-8 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the product element of the marketing mix in use at the moment. Candidate effectively justifies their views and suggests why the product is suitable or not. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> | <p>7 marks.</p> <p>With overall supporting conclusion – 8 marks</p> |

| Question | Answer | Marks | Guidance | |
|----------|---|-------|--|--|
| | | | Content | Levels of Response |
| 2c | <p>Indicative Content</p> <ul style="list-style-type: none"> • Competitive Pricing • Discount Pricing • Membership Discounts • Promotional Pricing <p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit</p> <p>Level 1: [1-4 marks] Price is the amount of money an individual is willing to pay in return for a product or service. When working out price the Signal Box Cinema must take into consideration a number of items, such as what the competition offers in relation to price, what the customers can afford, value for money and how to retain customers in a competitive market. By offering discounts it is more likely that the Signal Box will gain more customers. Along with this they always look at the price of the competition from other cinemas so they make themselves competitive.</p> <p>Level 2: [5-8 marks] Price is the amount of money an individual is willing to pay in return for a product or service. When working out price the Signal Box must take into consideration a number of items, such as what the competition offers in relation to price, the Signal Box must also look at what other local facilities offer in terms of product and price and try to ensure they</p> | 8 | <p>Level 1: [1-4 marks] Candidate identifies/describes the price element of the Signal Box Cinema's marketing mix. It may be in the form of a list of advantages and disadvantages of the present price . 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>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the price element of the marketing mix in use at the moment. Candidate effectively justifies their views and suggests why the pricing strategy is suitable or not. There is sound and frequent evidence of thorough, detailed and accurate</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> <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> |

| Question | Answer | Marks | Guidance | |
|----------|---|-------|--|---|
| | | | Content | Levels of Response |
| | are in the same sort of area. This ensures that the cinema maintains their customer numbers – not losing them to other facilities. The cinema charges a range of prices for different customers such as promotional pricing for the film festival, and membership pricing, this is seen as good value for money by customers who can get suitable services at a reasonable price. The Signal Box has a good pricing strategy, however it could be improved with discount pricing if booking multiple tickets in a block, as they do for the festival. This encourages the customer to buy the product in bulk helping remove some cash flow issues, some businesses suffer. | | knowledge and understanding of concepts and principles using specialist vocabulary | |
| 3a | <p>Strengths</p> <ul style="list-style-type: none"> • Unique selling point – railway setting. • Location • Small cinema – private hire <p>Weaknesses</p> <ul style="list-style-type: none"> • Old Fashioned Workshops • Film on offer after general release • Small car park <p>Opportunities</p> <ul style="list-style-type: none"> • Discount Pricing • Workshop offer • Website | 8 | | <p>Points marking One mark for each correct element of SWOT and maximum of two identifications per section.</p> <p>Accept other realistic aspects of SWOT . Avoid repetition of points.</p> |

| Question | Answer | Marks | Guidance | |
|----------|--|------------|----------|---|
| | | | Content | Levels of Response |
| | Threats <ul style="list-style-type: none"> • Competition • Home Based Leisure • Netflix | | | |
| 3b | Security Measure <ul style="list-style-type: none"> • Firewall - Helps to prevent unauthorised access , and prevent viruses entering the system • Passwords - Only allows authorised people to access the system, which can be updated on a regular basis • Restriction to different areas of system through password protection- Only allows authorised people to access the system at a level to which they are allowed • Overall access to offices/computers - Limit physical access to machines 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 if failure - This ensures that if any major problem occurs the system is fully backed up and available for use. | 6 [2x3] | | Points marking One mark for each correct identification and maximum of two identifications Two marks for each explanation to a maximum of four marks. |
| 3c | Indicative Content <ul style="list-style-type: none"> • Identify peaks and troughs in popularity on daily / weekly / yearly basis • Staffing to be based around trends – saving money | 8 | | Level 1: [1-4 marks] List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks |

| Question | Answer | Marks | Guidance | |
|----------|--|-------|--|--------------------|
| | | | Content | Levels of Response |
| | <ul style="list-style-type: none"> • Maintenance can be pre planned around times when cinema quiet. • Pre-planned maintenance could prevent greater emergency maintenance costs. • Stock there when needed • Excess money not tied up in stock • Gives age profile so can plan films around this <p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit</p> <p>Level 1: [1-4 marks] The booking system allows The cinema to understand when people are coming to use the facilities, this makes sure they have the right people in the right place at the right time, to meet customer needs, it also ensures that the service provided is of the best possible meeting customer needs. A booking system allows the cinema to understand when people are coming to use the facilities; this allows them to ensure that their resources are used in the most efficient way. They can organise the films to offer and staffing from the information collected. This information could also be used year on year to identify trends in usage by different ages- so resources are used correctly, and appropriate offers made</p> <p>Level 2: [4-8 marks] The booking system allows the cinema to understand when people are coming to use the</p> | | <p>Unsupported judgements/limited discussion – up to 4 marks</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> | |

| Question | Answer | Marks | Guidance | |
|----------|--|-------|--|--|
| | | | Content | Levels of Response |
| | <p>facilities, this makes sure they have the right people in the right place at the right time, to meet customer needs; it also ensures that the service provided is of the best possible meeting customer needs. This would include taking an age profile and matching this in to the films on offer. Should the profile be mainly older people, there will be less need to offer children's films. The booking system will also identify times in the year when things are quiet and essential maintenance could then take place without disrupting the customers. Trends in bookings can be used to match in with the marketing and pricing strategies, looking at some discount or promotional pricing around the quiet times, backed up with appropriate advertising to make people aware of it. The booking system is a useful source of information and should help with financial, human resource and operational planning of the business. However this can only be done if the information is correct and up to date. The issue is that the information is limited to online bookings, so cannot be used to fully predict.</p> | | | |
| 3d | <p>Indicative Content</p> <ul style="list-style-type: none"> • Data must only be obtained fairly • Only relevant information should be asked of members / staff • Information regarding members / staff should be stored securely, with limited access to that information • Members / staff should be told what is stored about them • Data must not be sold onto third parties • Data should be wiped out after it is no longer | 8 | <p>Candidate identifies/describes the DPA. It may be in the form of a list of the key elements of the act. 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</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> <p>Level 2: [5-8 marks] Identification/description</p> |

| Question | Answer | Marks | Guidance | |
|----------|---|-------|--|--|
| | | | Content | Levels of Response |
| | <p>necessary</p> <p>Level 1: [1-4 marks] The Data Protection Act (DPA) is a law designed to protect personal data stored on computers or in paper filing system. It does not stop companies storing information about people. It just makes them follow rules to make sure the information is protected. Some data and information stored on a computer is personal and needs to be kept confidential. They must only collect the data they need; this data should not be sold to anyone else and should be removed after use. Failure to do this could cause problems for the Cinema.</p> <p>Level 2: [4-8 marks] The Data Protection Act (DPA) is a law designed to protect personal data stored on computers or in paper filing system. It does not stop companies storing information about people. It just makes them follow rules to make sure the information is protected. The Cinema must ensure that they follow the rules and only use data they need, if they do not it may cause them problems, as staff or customers may not be happy with how they deal with information.</p> <p>The cinema also needs to have checks in place to make sure the regulations are being followed – again this may take up someone's time and therefore prevents them doing other tasks. Although it does cost in terms of time and money, if the cinema do not follow the rules, they may get taken to court through legal action which may cost</p> | | <p>principles with some use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the DPA. Candidate effectively justifies their views and suggests how the DPA will impact. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary</p> | 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 |

| Question | Answer | Marks | Guidance | | | | | |
|--|---|----------|----------|--|--|---|--|---|
| | | | Content | Levels of Response | | | | |
| | more in the long run. Being taken to court will also impact onto the organisations image and cause problems for them in recruiting new customers. | | | | | | | |
| 4a | <ul style="list-style-type: none"> Good reputation as an employer – easy to recruit staff Safe environment – less accidents – less claims Reduced absenteeism – as feel safe and happy at work Compliance with law – reduce chance of being sued | 4 | | Points marking One mark for each correct identification and a further for explanation, maximum of four marks. | | | | |
| 4b | <table border="1"> <thead> <tr> <th>Darkness</th> <th>Popcorn</th> </tr> </thead> <tbody> <tr> <td>2 / 3 Customer / Staff Bumps and Bruises Lighting in the aisles</td> <td>2 / 3 Customer / Staff Burn Signs</td> </tr> </tbody> </table> | Darkness | Popcorn | 2 / 3 Customer / Staff Bumps and Bruises Lighting in the aisles | 2 / 3 Customer / Staff Burn Signs | 8 | | Points marking One mark for each correct identification up to a maximum of 8 identifications, one per section Accept other relevant responses |
| Darkness | Popcorn | | | | | | | |
| 2 / 3 Customer / Staff Bumps and Bruises Lighting in the aisles | 2 / 3 Customer / Staff Burn Signs | | | | | | | |
| 4c | <p>Darkness in the cinema Having lights on the floor in the aisles will allow people to see where they are stepping without impacting the viewing.</p> <p>Popcorn dispensing area. Having a sign placed around the popcorn area, will give the customers an indication of the potential to hurt themselves so will take care not to touch hot surfaces.</p> | 4 | | Points marking Up to two marks for each explanation, maximum of four marks. | | | | |

| Question | Answer | Marks | Guidance | |
|----------|--|-------|---|--|
| | | | Content | Levels of Response |
| 4d | <p>Indicative Content</p> <ul style="list-style-type: none"> • Appointing a Coshh assessor • Requirement to employer to control exposure • Appropriate labelling • Checking of measures taken • Storage and handling • Record keeping • Training • Risk precaution • Cost / Time <p>Exemplar Answer</p> <p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] The main purpose of the Coshh regulations is to ensure that organisations maintain the safety of substances that are hazardous, and make sure that their employees and customers are safe. They might have to change things so substances have appropriate labelling, and are correctly stored to make sure no one comes to harm. The main chemicals in use will be in the main for cleaning. The impact of this is the time and effort taken to ensure that it all happens, and that staff are trained to implement the procedures</p> <p>Level 2: [5-8 marks] The Coshh regulations is to ensure that</p> | 8 | <p>Level 1: [1-4 marks] Candidate identifies/describes how the Coshh Regulations impact on an organisation such as the cinema. Information may be in the form of a list of impacts. Candidates will include explanations of possible impacts 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>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how the Coshh Regulations impact on an organisation such as the cinema. Candidate effectively discusses the impacts. 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] 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> <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> |

| Question | Answer | Marks | Guidance | |
|----------|---|-------|----------|---|
| | | | Content | Levels of Response |
| | <p>organisations maintain the safety of substances which are hazardous, and make sure that their employees and customers are safe this will make sure that no customers can then sue the organisation. The Signal Box cinema will have to change things so substances have appropriate labelling, and are correctly stored to make sure no one comes to harm, and this will also make sure accidents are less likely to happen. It may have to appoint a Health and Safety officer to watch over things and make sure things are implemented as they should be. The other impact of this is the time and effort taken to ensure that it all happens, and that staff are trained to implement the procedures. Although the COSHH regulations place a large number of responsibilities onto the Signal Box cinema, all of which cost time and money to implement in the long run these prove to be beneficial to the cinema. Having an organisation where procedures are followed correctly reduces the chance of accidents; this in turn reduces the chance of negative publicity and the chance of legal action. So the COSHH regulations are useful to all involved.</p> | | | |
| 5a | <ul style="list-style-type: none"> • Assets • Current Assets • Current Liabilities • Owners Capital • Fixed Assets • Long Term Liabilities • Capital | 3 | | <p>Points marking One mark for each correct identification, maximum of three marks.</p> |

| Question | Answer | Marks | Guidance | |
|----------|--|-------|---|--|
| | | | Content | Levels of Response |
| | <ul style="list-style-type: none"> • 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 | | | |
| 5b | <p>Indicative Content</p> <p>Snapshot in time of financial health, out of date straight away</p> <ul style="list-style-type: none"> • Forecasting • Ready for presentation to accountants/auditors • Assess if key objectives are being met or need to be modified. • Whether they are meeting their own cash flow projections • Whether budgeting is being successful or not • Worth of the business • Liquidity of the business • Compare to other businesses / years etc • Is insufficient on its own needs to be used with other documents <p>Levels of response marking</p> | 8 | <p>Level 1: [1-4 marks]</p> <p>Candidate identifies/describes how the a balance sheet could be used by an organisation such as the cinema. Information may be in the form of a list of impacts. Candidates will include explanations of possible usefulness 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>Level 2: [5-8 marks]</p> <p>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</p> | <p>Level 1: [1-4 marks]</p> <p>List of points – maximum 1 mark</p> <p>Description – up to 2 marks</p> <p>Explanation – up to 3 marks</p> <p>Unsupported judgements/limited discussion – up to 4 marks</p> |

| Question | Answer | Marks | Guidance | |
|----------|---|-------|---|----------------------|
| | | | Content | Levels of Response |
| | <p>0 marks No response or no response worthy of credit.</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. Assets and liabilities are divided into short- and long-term obligations. An asset is anything the business owns that has monetary value. Liabilities are the claims of creditors against the assets of the business. A balance sheet shows the cinema if they are meeting their own cash flow projections and whether budgeting is being successful or not</p> <p>Level 2: [4-8 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 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 investors to gain insight into a company and its operations. The balance sheet is a snapshot at a single point in time of the company's accounts - covering its assets, liabilities and shareholders' equity. The purpose of the balance sheet is to give users an idea of the company's financial position along with displaying what the company owns and owes. It is important that all investors know how to use, analyse and read this document. With a balance sheet the station understands its financial strength and capabilities. Balance sheets can</p> | | <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how the balance sheet could be used by an organisation such as the cinema. Candidate effectively discusses the usefulness of a balance sheet. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> | conclusion – 8 marks |

| Question | Answer | Marks | Guidance | |
|----------|--|-------|----------|--|
| | | | Content | Levels of Response |
| | <p>identify and analyse trends; this allows The cinema to take action. The cinema can judge whether budgeting is being successful or not, and take remedial action. They can compare the results to other businesses / years etc.</p> <p>It also given information on money owed by debtors, and again could affect their terms of sales to make money come in at a different rate, and ensure that they have better cash flow. It will inform managers who will be able to identify if key objectives are being met, and if not take appropriate action. The balance sheet would allow organisations like The cinema to review their expenses, and allow them to assess if they could become more cost efficient.</p> | | | |
| 5c | <ul style="list-style-type: none"> • Sales of 'extra comfort' seats • Sales of Popcorn / secondary sales • Membership fees • Car parking fees • Events in small screen cinema | 2 | | <p>Points marking One mark for correct identification. Maximum two identifications Accept other relevant suggestions</p> |

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Assessment**

