

**Monday 13 May 2013 – Morning**

**AS GCE LEISURE STUDIES**

**G182/01** Leisure Industry Practice

Candidates answer on the Question Paper.

**OCR supplied materials:**

- Clean copy Case Study

**Other materials required:**

None

**Duration:** 1 hour 30 minutes



Candidate forename		Candidate surname	
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Centre number							Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- Write your answer to each question in the space provided. Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).
- Do **not** write in the bar codes.

**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**.
- The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.

1 Andre and Christina value their customers highly as they are the core of the business. They have established a Customer Charter (**Fig. 1**). The Customer Charter outlines what customers can expect from Dance Yourself Dizzy.

(a) (i) Identify **two** additional points which could be included in Dance Yourself Dizzy's Customer Charter.

1 .....

.....

2 .....

.....

[2]

(ii) Identify **two** advantages of Dance Yourself Dizzy's customer charter to its customers.

1 .....

.....

2 .....

.....

[2]



2 Leisure organisations such as Dance Yourself Dizzy should take into account both internal and external influences on the business through the use of SWOT analysis and PEST analysis.

(a) Identify **two**:

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**

which are likely to affect Dance Yourself Dizzy.

Strengths	Weaknesses
1 .....	1 .....
.....	.....
2 .....	2 .....
.....	.....
Opportunities	Threats
1 .....	1 .....
.....	.....
2 .....	2 .....
.....	.....

[8]





(d) Dance Yourself Dizzy sponsors the annual Wetherington dance festival.

What is meant by the term 'sponsorship'?

.....

.....

.....

..... [2]





(c) What is meant by each of the following terms:

- **Cash Surplus** as shown on a cash-flow forecast.

.....

.....

.....

.....

- **Gross Profit** as shown on a profit and loss account (income statement).

.....

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.....

.....

[4]







- (b) Andre and Christina are aware of the need to review and keep up to date health and safety risk assessments. Below is an extract from the health and safety risk assessment for Dance Yourself Dizzy.

Complete this health and safety risk assessment. You must:

- indicate a possible consequence should each hazard occur
- propose a realistic measure to eliminate or reduce each risk.

<b>Hazard</b>	<b>Probability Rating 1-5 (1=low, 5=high)</b>	<b>Severity Rating 1-5 (1=low, 5=high)</b>	<b>Who is Most Likely to be Harmed</b>	<b>Consequence</b>	<b>Realistic Measure</b>
Slipping on a polished dance floor in the studio	4	3	Dancer		
Overly excited children in the school environment	5	3	Children		

[4]

- 6 (a) With the increase in local competition Andre and Christina now need to consider Dance Yourself Dizzy's marketing mix.

Christina thinks that Dance Yourself Dizzy should carry out some market research to find out what actual and potential customers want.

(i) What is meant by:

- Qualitative data?

.....  
.....

- Quantitative data?

.....  
.....

[4]

(ii) Give **one** example of the type of qualitative and quantitative data which Dance Yourself Dizzy might collect in order to find out what customers want.

- Qualitative data

.....

- Quantitative data

.....

[2]



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