

Leisure Studies

Advanced Subsidiary GCE

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

Mark Scheme for January 2011

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Question		Expected Answers	Marks	Additional Guidance
1	(a)	<p>Super Splash is looking to achieve the QUEST Quality award.</p> <p>Identify the two distinct categories of the QUEST quality award.</p> <ul style="list-style-type: none"> • QUEST Facility Management [1] • QUEST Sports Development [1]. 	<p>[2] [2*1]</p>	<p>One mark for each correct identification up to a maximum of two identifications.</p>
1	(b)	<p>Identify and explain two benefits of the QUEST quality award to a leisure organisation such as Super Splash.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • structured framework [1] • public recognition [1] • well recognised approach to team management [1] • improved staff morale [1] • contributes to continued professional development [1]. 	<p>[4] [2*2]</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</p>
1	(c)	<p>Identify and explain two benefits of the QUEST quality award to customers of a leisure organisation such as Super Splash.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • ongoing improvement to the service [1] • increased focus on meeting customer needs [1] • independent assessment of service customer receives [1] • improved focus on customer service [1] • well qualified and motivated staff [1]. 	<p>[4] [2*2]</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</p>

Question	Expected Answers	Marks	Additional Guidance
2	<p data-bbox="293 209 1328 308">(a) As part of the health and safety procedures throughout the facility it is important that Super Splash follows the regulations laid down in relation to the Control of Substances Hazardous to Health (COSHH).</p> <p data-bbox="360 344 1267 408">Discuss how the COSHH regulations impact on a leisure organisation such as Super Splash.</p> <p data-bbox="360 445 752 477">Levels of response marking</p> <p data-bbox="360 513 479 545">0 marks No response or no response worthy of credit.</p> <p data-bbox="360 614 1317 780">Level 1: [1–3 marks] Candidate identifies/describes COSHH. Information may be in the form of a list of key features. 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 data-bbox="360 817 1301 1051">Level 2: [4–6 marks] Candidate discusses a number of features of COSHH. Candidates will show an understanding of the question and include explanations of COSHH features. 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 data-bbox="360 1088 1312 1323">Level 3: [7–10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of features and impacts of COSHH. Candidate effectively discusses the features of COSHH. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	[10]	

Question	Expected Answers	Marks	Additional Guidance
2	<p data-bbox="293 209 338 240">(a)</p> <p data-bbox="360 209 629 240">Indicative content:</p> <ul data-bbox="360 245 1016 560" 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 data-bbox="360 600 622 632">Exemplar Answer:</p> <p data-bbox="360 667 645 699">Level 1: [1–3 marks]</p> <p data-bbox="360 703 1317 863">The main purpose of the COSHH regulations is to ensure that organisations maintain the safety of substances which 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.</p> <p data-bbox="360 903 645 935">Level 2: [4–6 marks]</p> <p data-bbox="360 940 1317 1238">The COSHH regulations ensure that 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. Super Splash 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. 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.</p>		

Question	Expected Answers	Marks	Additional Guidance
2	<p>(a) Level 3: [7–10 marks] Super Splash will have to make changes to how it operates its facility. It may have to appoint a health and safety officer to watch over things and make sure things are implemented as they should be. They need to have appropriate labelling, and make sure substances are correctly stored to make sure no one comes to harm, and this will also make sure accidents are less likely to happen. 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 on Super Splash, all of which cost time and money to implement in the long run, these should prove to be beneficial to Super Splash. 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>		
2	<p>(b) Identify two responsibilities which a leisure organisation such as Super Splash has under the Health and Safety at Work Act.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • provide plant and equipment that is not a risk to health [1] • ensure that work systems and practices are safe [1] • ensure work environment regularly monitored [1] • safe storage for substances that may be threat to health [1] • provide written statement of safety policy [1] • provide information and training to employees [1]. 	<p>[2] [2*1]</p>	<p>One mark for each correct identification up to a maximum of two identifications.</p>

Question	Expected Answers	Marks	Additional Guidance
2	<p data-bbox="293 209 1317 308">(c) The management of Super Splash is aware of the need to review and keep up to date its health and safety risk assessment procedures. Below is an extract from a health and safety risk assessment for the water park.</p> <p data-bbox="360 344 1144 376">Complete this health and safety risk assessment. You must:</p> <ul data-bbox="360 413 1245 552" style="list-style-type: none"> • identify the probability of each hazard • identify the severity if each did occur • indicate one possible consequence should each hazard occur • identify one realistic measure. <p data-bbox="360 588 1016 620">Water= probability accept 2/3, severity accept 2/3</p> <p data-bbox="360 624 831 655">Toddler = probability ½, severity 4/5</p> <p data-bbox="360 724 875 788">Severity and Consequence must match Severity 5 = Death</p> <p data-bbox="360 825 555 857">Consequence:</p> <ul data-bbox="360 860 804 1035" style="list-style-type: none"> • sprains [1] • broken limbs [1] • bruises [1] • death [1] • or other reasonable answer. <p data-bbox="360 1072 488 1104">Measure:</p> <ul data-bbox="360 1107 983 1283" style="list-style-type: none"> • notices [1] • no access to wave pool without adult [1] • clean away excess water on rota basis [1] • safety signs to indicate water [1] • or other reasonable answer. 	<p data-bbox="1352 209 1442 240">[8]</p> <p data-bbox="1352 244 1442 272">[8*1]</p>	<p data-bbox="1464 209 2069 272">One mark for each identification up to a maximum of eight identifications.</p>

Question	Expected Answers	Marks	Additional Guidance
3	<p data-bbox="293 209 1308 272">(a) Super Splash takes into account both internal and external influences on its business through the use of SWOT and PEST analysis.</p> <p data-bbox="360 312 528 344">Identify two:</p> <p data-bbox="360 379 510 411">Strengths:</p> <ul data-bbox="360 416 920 520" style="list-style-type: none"> • no direct water based competition [1] • biggest facility in England [1] • reputation [1]. <p data-bbox="360 555 551 587">Weaknesses:</p> <ul data-bbox="360 592 875 759" style="list-style-type: none"> • physical location [1] • limited target market [1] • seasonality [1] • condition of flumes and facility [1] • lack of investment [1]. <p data-bbox="360 799 566 831">Opportunities:</p> <ul data-bbox="360 836 819 975" style="list-style-type: none"> • expand into other markets [1] • expansion of facilities [1] • on-line booking [1] • expand membership [1]. <p data-bbox="360 1015 483 1046">Threats:</p> <ul data-bbox="360 1051 1010 1222" style="list-style-type: none"> • changing demographic pattern [1] • competition from other leisure attractions [1] • DDA implications [1] • economic downturn [1] • high unemployment/low income [1]. 	<p data-bbox="1352 209 1442 240">[8]</p> <p data-bbox="1352 245 1442 272">[8*1]</p>	<p data-bbox="1464 209 2063 304">One mark for each correct identification up to a maximum of two identifications for each of the four elements of SWOT.</p> <p data-bbox="1464 379 1877 411">Accept something for everyone</p> <p data-bbox="1464 547 1877 579">Accept lack of disabled access</p> <p data-bbox="1464 818 1877 914">Accept refurbishment Do not accept QUEST Accept set up own bus service</p> <p data-bbox="1464 1058 1727 1090">Limited bus service</p>

Question	Expected Answers	Marks	Additional Guidance
3	<p data-bbox="293 209 1256 240">(b) The SWOT analysis will feed into Super Splash's marketing strategy.</p> <p data-bbox="360 276 1279 371">Discuss how the management of Super Splash can use its SWOT analysis in order to improve its marketing strategy over the next twelve months.</p> <p data-bbox="360 411 763 443">Levels of Response marking</p> <p data-bbox="360 483 477 515">0 marks</p> <p data-bbox="360 547 947 579">No response or no response worthy of credit.</p> <p data-bbox="360 619 645 651">Level 1: [1–3 marks]</p> <p data-bbox="360 651 1317 818">Candidate identifies/describes SWOT analysis. Information may be in the form of a list of generic strengths, weaknesses, opportunities, threats. 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 data-bbox="360 858 645 890">Level 2: [4–6 marks]</p> <p data-bbox="360 890 1301 1090">Candidate discusses a number of aspects in each element of the SWOT analysis. Candidates will show an understanding of the question and include explanations of possible SWOT areas. 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 data-bbox="360 1129 663 1161">Level 3: [7–10 marks]</p> <p data-bbox="360 1161 1317 1361">Candidate will show a clear understanding of the question and include detailed identification and explanation of SWOT elements, understanding it is a measure of internal and external factors. Candidate effectively discusses the features of SWOT for Super Splash. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	[10]	

Question	Expected Answers	Marks	Additional Guidance
3	<p data-bbox="293 209 338 240">(b)</p> <p data-bbox="360 209 629 240">Indicative content:</p> <ul data-bbox="360 245 1021 347" style="list-style-type: none"> <li data-bbox="360 245 1021 277">• identification of weaker areas and addressed <li data-bbox="360 282 1021 314">• plan to overcome threats can be assembled <li data-bbox="360 319 1021 347">• positives to be shown widely. <p data-bbox="360 384 622 416">Exemplar Answer:</p> <p data-bbox="360 453 645 485">Level 1: [1–3 marks]</p> <p data-bbox="360 489 1312 857">The aim of any SWOT analysis is to help Super Splash to identify the key internal and external factors which are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories: Internal factors, the strengths and weaknesses internal to the organisation. External factors, the opportunities and threats presented by the external environment to the organisation. Super Splash has many strengths and weaknesses which they choose to change, but also weaknesses and opportunities which are external and it needs to take action against these. Once it has done this, it could then look at its marketing campaign and do some promotions to advertise or counteract the competition.</p> <p data-bbox="360 893 645 925">Level 2: [4–6 marks]</p> <p data-bbox="360 930 1312 1265">The purpose of the SWOT analysis for Super Splash is to examine and identify all of the internal and external factors, quantify how they can affect Super Splash, and then develop a contingency plan. This plan could then feed into the marketing strategy. Super Splash having identified the threats such as competition could then feed into the marketing strategy such as offering a promotional price. This would make it more competitive and address that threat. Likewise, it could identify a strength such as achieving a new quality mark and using advertising to promote it and make people aware – again gaining a competitive advantage.</p>		

Question		Expected Answers	Marks	Additional Guidance
3	(b)	<p>Level 3: [7–10 marks]</p> <p>With SWOT, Super Splash knows where it stands today and where it is going tomorrow. With SWOT, Super Splash can identify and prioritise the issues that will accelerate the success of the business and feed these into the marketing strategy. A SWOT is one tool of organisational analysis which can be used to examine where the organisation is at the moment, and where it might be going in the future. A SWOT can identify key issues to be addressed and allows Super Splash to plan its promotional activities as part of its marketing strategy. It can use promotion to highlight what it is doing well to its customers. This in turn should increase visitor numbers. Weaknesses can also be identified and addressed. This could be the use of promotional prices, such as BOGOF, or discount pricing to encourage people into weaker aspects of the business. SWOT can help identify these issues, however, people need to be truthful in sharing what they do, or do not know. This can make the analysis incomplete and the organisation can move forward with an incomplete picture of strategic planning, and, therefore, fail to achieve what it set out to do.</p>		

Question	Expected Answers	Marks	Additional Guidance
4	<p data-bbox="293 209 1317 272">(a) Leisure organisations such as Super Splash use a range of financial documents to assist financial planning.</p> <p data-bbox="360 312 1317 376">Super Splash has to produce an annual balance sheet. State four items which would normally be listed on a balance sheet of a limited company.</p> <p data-bbox="360 416 629 448">Indicative content:</p> <ul data-bbox="360 456 763 839" style="list-style-type: none"> • current assets [1] • assets [1] • current liabilities [1] • owner's capital [1] • fixed assets [1] • long term liabilities [1] • capital [1] • working capital [1] • net assets employed [1] • total capital employed [1] • intangible assets [1]. <p data-bbox="360 879 909 911">Accept specific items under the headings.</p>	<p data-bbox="1375 209 1420 240">[4]</p> <p data-bbox="1364 248 1431 280">[4*1]</p>	<p data-bbox="1469 209 2069 272">One mark for each correct identification up to a maximum of four identifications.</p> <p data-bbox="1469 312 1794 344">Do not reward drawings.</p>
4	<p data-bbox="293 943 1317 1007">(b) Assess how a balance sheet could help the management of Super Splash in its financial planning.</p> <p data-bbox="360 1046 719 1078">Levels of response marking</p> <p data-bbox="360 1118 472 1150">0 marks</p> <p data-bbox="360 1158 954 1190">No response or no response worthy of credit.</p>	<p data-bbox="1375 943 1420 975">[8]</p>	

Question	Expected Answers	Marks	Additional Guidance
4	<p data-bbox="293 209 338 240">(b)</p> <p data-bbox="360 209 645 240">Level 1: [1–4 marks]</p> <p data-bbox="360 245 1285 443">Candidate identifies/describes some features of a balance sheet. Information may be in the form of a list of balance sheet headings. The analysis 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 data-bbox="360 480 645 512">Level 2: [5–8 marks]</p> <p data-bbox="360 517 1312 715">Candidate will show a clear understanding of the question and include detailed identification and explanation of features of a balance sheet. Candidate effectively analyses features 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> <p data-bbox="360 751 622 783">Indicative content:</p> <ul data-bbox="360 788 1285 1209" 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 it is meeting its 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. 		

Question	Expected Answers	Marks	Additional Guidance
4	<p data-bbox="293 209 338 240">(b)</p> <p data-bbox="360 209 613 240">Exemplar Answer</p> <p data-bbox="360 277 647 309">Level 1: [1–4 marks]</p> <p data-bbox="360 312 1290 579">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 which has monetary value. Liabilities are the claims of creditors against the assets of the business. A balance sheet shows Super Splash if it is meeting its own cash flow projections and whether budgeting is being successful or not.</p> <p data-bbox="360 616 647 647">Level 2: [5–8 marks]</p> <p data-bbox="360 651 1308 1222">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 an 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, Super Splash understands its financial strength and capabilities. Balance sheets can identify and analyse trends. This allows Super Splash to take action. Whether it is meeting its own cash flow projections. Super Splash can judge whether budgeting is being successful or not, and take remedial action. It can compare the results to other businesses/years, etc.</p>		

Question	Expected Answers	Marks	Additional Guidance
4	<p data-bbox="293 209 786 240">(c) Administration systems such as:</p> <ul data-bbox="360 280 837 416" style="list-style-type: none"> • booking • handling and recording money • stock control • maintenance <p data-bbox="360 424 898 456">are important in any leisure organisation.</p> <p data-bbox="360 488 1301 552">Assess how the management of Super Splash could use the information gained from two of these systems in decision making.</p> <p data-bbox="360 592 725 624">Levels of response marking</p> <p data-bbox="360 655 479 687">0 marks</p> <p data-bbox="360 695 949 727">No response or no response worthy of credit.</p> <p data-bbox="360 759 645 791">Level 1: [1–3 marks]</p> <p data-bbox="360 799 1285 927">Candidate identifies/describes systems selected. Information may be in the form of a list of main features of the system. 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 data-bbox="360 959 645 991">Level 2: [4–6 marks]</p> <p data-bbox="360 999 1189 1031">Candidate discusses a number of factors relating to the system.</p> <p data-bbox="360 1038 1308 1198">Candidates will show an understanding of the question and include explanations of the systems selected. 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>	[10]	

Question	Expected Answers	Marks	Additional Guidance
4	<p data-bbox="293 209 338 240">(c)</p> <p data-bbox="360 209 663 240">Level 3: [7–10 marks]</p> <p data-bbox="360 245 1317 443">Candidate will show a clear understanding of the question and include detailed identification and explanation of the two systems selected. Candidate effectively discusses the features of both systems for Super Splash. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p data-bbox="360 480 622 512">Indicative content:</p> <ul data-bbox="360 517 1290 762" style="list-style-type: none"> <li data-bbox="360 517 1290 549">• identify peaks and falls in popularity on daily/weekly/yearly basis <li data-bbox="360 553 1290 585">• staffing to be based around trends – saving money <li data-bbox="360 590 1290 622">• maintenance can be pre-planned around times when facility quiet <li data-bbox="360 627 1290 691">• pre-planned maintenance could prevent greater emergency maintenance costs. <li data-bbox="360 695 1290 727">• stock there when needed <li data-bbox="360 732 1290 762">• excess money not tied up in stock. <p data-bbox="360 799 611 831">Exemplar Answer</p> <p data-bbox="360 868 645 900">Level 1: [1–3 marks]</p> <p data-bbox="360 904 1317 1032">A booking system allows Super Splash to understand when people are coming to use the facilities. This makes sure it has 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.</p> <p data-bbox="360 1069 645 1101">Level 2: [4–5 marks]</p> <p data-bbox="360 1106 1317 1299">A booking system allows Super Splash 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 the peak and off-peak times – so resources are used correctly.</p>		

Question		Expected Answers	Marks	Additional Guidance
4	(c)	<p>Level 3: [7–10 marks]</p> <p>A booking system allows Super Splash 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 the peak and off-peak times – so resources are used correctly. Booking information can allow the management of Super Splash to identify peaks and falls in popularity on daily/weekly/yearly basis and allow it to organise 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 facility is quiet. This ensures that customers are not affected and levels of service are maintained.</p>		

Question	Expected Answers	Marks	Additional Guidance
5	<p data-bbox="277 209 315 236">(a)</p> <p data-bbox="344 209 1317 272">Super Splash does not use market research methods in order to inform its marketing strategy.</p> <p data-bbox="344 312 680 339">Explain what is meant by:</p> <p data-bbox="344 379 797 406">Qualitative data: Up to two marks</p> <p data-bbox="344 446 607 474">Indicative content:</p> <ul data-bbox="344 485 1317 580" style="list-style-type: none"> <li data-bbox="344 485 752 512">• data to do with feelings [1] <li data-bbox="344 520 1317 580">• looks at depth at consumers feelings, desires and perceptions difficult to measure [1]. <p data-bbox="344 620 815 647">Quantitative data: Up to two marks</p> <p data-bbox="344 687 607 715">Indicative content:</p> <ul data-bbox="344 726 1211 790" style="list-style-type: none"> <li data-bbox="344 726 763 753">• data to do with numbers [1] <li data-bbox="344 761 1211 790">• more structured information that is statistically measurable [1]. 	<p data-bbox="1352 209 1413 236">[4]</p> <p data-bbox="1352 244 1429 272">[2*2]</p>	
5	<p data-bbox="277 828 315 855">(b)</p> <p data-bbox="344 828 1317 924">Evaluate two possible market research techniques Super Splash could use in order gain appropriate information from existing and potential customers.</p> <p data-bbox="344 963 714 991">Levels of response marking.</p> <p data-bbox="344 1031 456 1058">0 marks</p> <p data-bbox="344 1066 931 1093">No response or no response worthy of credit.</p> <p data-bbox="344 1133 629 1160">Level 1: [1–3 marks]</p> <p data-bbox="344 1168 1317 1366">Candidate identifies/describes aspects of market research. Information may be in the form of a list of the features of the research techniques. There is little or no attempt to evaluate. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p>	[10]	This is the question assessing QWC.

Question	Expected Answers	Marks	Additional Guidance
5	<p data-bbox="275 212 320 244">(b)</p> <p data-bbox="342 212 622 244">Level 2: [4-6 marks]</p> <p data-bbox="342 244 1339 515">Candidate describes a number of methods of market research. Candidates will show an understanding of the question and include explanations of a number of possible features of the different research methods which may be evaluated with some success. The evaluation 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. Candidate has a limited ability to organise relevant material. Some appropriate terminology used.</p> <p data-bbox="342 515 1305 611">Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p data-bbox="342 651 645 683">Level 3: [7-10 marks]</p> <p data-bbox="342 683 1339 1018">Candidate will show a clear understanding of the question and include a detailed identification and explanation of market research – qualitative and quantitative. Candidates effectively evaluates the features of the research methods. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p> <p data-bbox="342 1058 611 1090">Indicative content:</p> <p data-bbox="342 1090 734 1121">Feedback from customers via</p> <ul data-bbox="342 1121 936 1233" style="list-style-type: none"> • comments card • surveys – face to face/telephone/e-mail • focus groups 		Questionnaires and survey are classed as one method.

Question	Expected Answers	Marks	Additional Guidance
	<p>Exemplar answer</p> <p>Level 1: [1-3 marks] Super Splash, like any leisure organisation, could be monitoring customer feedback. By doing customer surveys to see what it thinks is primary research. It could do face to face surveys so it would know the people who had used the facility and would not waste time asking people who had never attended.</p> <p>Comments cards could be used to get people to write down what they think.</p> <p>Level 2: [4-6 marks] Super Splash, like any leisure organisation, could be monitoring customer feedback by using both qualitative and quantitative methods, as one focuses on opinions and feelings and the other is shown through numbers. It could do customer surveys to see what customers think. 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. Comments cards could be left in the facility for customers to fill in as and when they wanted – as no one is there, these could be more truthful, cost little to set up. However, often irrelevant comments are added to them.</p>		

Question	Expected Answers	Marks	Additional Guidance
	<p>Level 3: [7–10 marks] Super Splash, like any leisure organisation, could be monitoring customer feedback by using both qualitative and quantitative methods, as one focuses on opinions and feelings and the other is shown through numbers. It could do customer surveys to see what customers think. This could be quite cheaply 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. If it used telephone surveys, again it would be difficult to actually find people who have visited the facility. Customers also do not like being disturbed when at home and many fail to answer questions. Another issue is the cost of these types of surveys as someone has to conduct them. Comments cards are useful as they are easy to set up as they cost little and they are not intimidating to customers as they only complete them if they want to. Information on them is likely to be truthful. They, however, will need filtering to remove the rubbish. Super Splash needs to have a range of methods to access as many customers as possible.</p>		

Question	Expected Answers	Marks	Additional Guidance
5	<p data-bbox="271 217 1319 280">(c) Price is a vital element of the marketing mix. Assess the pricing strategy used by Super Splash.</p> <p data-bbox="338 312 703 344">Levels of response marking</p> <p data-bbox="338 368 927 432">0 marks No response or no response worthy of credit.</p> <p data-bbox="338 464 1301 663">Level 1: [1–4 marks] Candidate identifies/describes some features of price. Information may be in the form of a list. The analysis 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 data-bbox="338 687 1301 919">Level 2: [5–8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of features of a price as part of the marketing mix. Candidate effectively analyses features of a price. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p data-bbox="338 951 1003 1126">Indicative content:</p> <ul data-bbox="338 991 1003 1126" style="list-style-type: none"> • competitive pricing • no direct water based competition • membership scheme for locals • dwell time greater than other leisure facilities. <p data-bbox="338 1150 591 1182">Exemplar Answer</p> <p data-bbox="338 1206 1312 1406">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 Super Splash 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 dwell time.</p>	[8]	

Question	Expected Answers	Marks	Additional Guidance
5	<p>(c) 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 Super Splash must take into consideration a number of items, such as what the competition offers in relation to price. Super Splash looks at what other local facilities offer in terms of product and price and try to ensure it is in the same sort of area. This ensures that Super Splash maintains its customer numbers – not loosing them to other facilities. Dwell time is a major consideration when working out price – Super Splash charges once for all day. This is seen as good value for money by customers who can swim all day. Super Splash has a solid pricing strategy, offering memberships to locals who are likely to use the facility time and time again.</p>		
5	<p>(d) Discuss a suitable promotional strategy that Super Splash could develop in order to encourage greater usage of the centre during off-peak times.</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] Candidate identifies/describes some features of a promotional strategy. Information may be in the form of a list of promotional methods. Candidates will include explanations of possible features of promotional techniques which may be analysed with some success. The analysis 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 features of a promotional strategy. Candidate effectively analyses features of a promotional strategy. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	[8]	

Question	Expected Answers	Marks	Additional Guidance
5	<p data-bbox="271 204 786 236">(d) Aspects of a promotional strategy.</p> <p data-bbox="338 272 600 300">Indicative content:</p> <p data-bbox="338 308 501 335">Objectives:</p> <ul data-bbox="338 343 824 587" style="list-style-type: none"> • raise awareness • increase sales • informing customers • motivating people to buy • improving image • attracting new customers • maintaining existing customers. <p data-bbox="338 627 472 654">Methods:</p> <ul data-bbox="338 662 645 799" style="list-style-type: none"> • advertising • direct marketing • public relations • sales promotions. <p data-bbox="338 839 589 866">Exemplar Answer</p> <p data-bbox="338 906 622 933">Level 1: [1–4 marks]</p> <p data-bbox="338 941 1317 1206">A promotional strategy is not one single item such as advertising, but it looks at several areas. The purpose of a promotional strategy is to raise awareness and inform customers in order to increase sales, through repeat business and attracting new customers. There are several key methods such as advertising – used to raise awareness; direct marketing – straight to the customers; public relations – raising the public profile; and sales promotion – offering special offers on price. The use of a range will bring in more people and more money.</p>		

Question	Expected Answers	Marks	Additional Guidance
	<p>Level 2: [5–8 marks]</p> <p>The purpose of a promotional strategy is to raise awareness and inform customers in order to increase sales, through repeat business and attracting new customers whilst maintaining existing customers. There are several key methods of promotion, which, when used together with other considerations, can become a strategy. Super Splash could use advertising – this could be used to raise awareness, in particular to new products on offer. It could also be used to promote the facility at off-peak times. Direct marketing is information sent straight to the customers – Super Splash could use this when trying to encourage previous members to come back again. Public relations are about raising the public profile. This would help if they were to work with local youth groups or schools. This would make it look good and cost very little. Super Splash could use sales promotion – offering special offers on price. This could be linked to the advertising and direct marketing – getting them all to operate together. By looking at all of the factors together, Super Splash will achieve more in terms of customer take up and profit.</p>		

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