

Leisure Studies

Advanced Subsidiary GCE **G182**

Unit 3: Leisure Industry Practice

Mark Scheme for June 2010

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Question No	Content/Exemplar Response	Additional Guidance
<p>1(a) Identify and explain two advantages staff could gain when a leisure organisation such as Dunhouse Farm achieves this award</p> <p>4 marks [2*2]</p>	<p>Points marking</p> <p>Award one mark for each correct identification up to a maximum of two identifications. Additional mark for the explanation (2x2).....</p> <p>Indicative content</p> <ul style="list-style-type: none"> • Good quality training when required (1) • Improved job satisfaction (1). Less stressful work environment (1) • Better communication (1). When everyone is involved in setting the targets for an organisation they know what they are doing and therefore the communication improves (1) • Career development opportunities (1). With more personal development people have the opportunity to gain more qualifications to move on (1) • Better working environment (1). If staff are comfortable and feel competent doing their role, the working environment will be less stressful (1) • Increased involvement (1). Staff will feel more involved and show a bigger commitment to the organisation possibly reducing staff turnover (1). 	<p>Accept job more secure, rewards and bonuses</p> <p>Do not accept motivation, treated fairly (relates to discrimination)</p>

Question No	Content/Exemplar Response	Additional Guidance
<p>1(b) Identify and explain two advantages Dunhouse Farm, as a leisure organisation, could gain from achieving this award.</p> <p>4 marks [2*2]</p>	<p>Points marking</p> <p>Award one mark for each correct identification up to a maximum of two identifications. Additional mark for the explanation (2x2).</p> <ul style="list-style-type: none"> • Improved productivity and profitability (1). Skilled and motivated people work harder and better improving productivity (1) • Customer Satisfaction (1). IIP is central to staff becoming customer focused, enabling organisations meet customers needs (1) • Improved motivation (1). Motivation is improved through employees' greater involvement, this leads to higher morale (1) • Reduced wastes and costs (1). Skilled and motivated people examine their work to contribute to reducing waste (1) • Competitive advantage through improved performance (1). IIP helps organisations develop a competitive edge (1) • Public Recognition (1). IIP status brings recognition for real achievements measured against a rigorous national standard (1). 	<p>Accept attract more customers, improved recruitment,</p>

Question No	Content/Exemplar Response	Additional Guidance
<p>1(c) Analyse two factors which management at Dunhouse Farm will need to consider when choosing a computerised stock control system</p> <p>6 marks</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies two appropriate factors to be considered when deciding on a business system. Candidate makes some attempts to analyse the factors.</p> <p>Level 2: [4-6 marks] Candidate identifies two factors, showing a detailed knowledge and understanding of the topic. Candidate is able to effectively analyse the factors. The response will be developed and coherent.</p> <p>Indicative content</p> <ul style="list-style-type: none"> • Value for money • Fitness for purpose • Accuracy • Efficiency • Ease of use • Security • Legal requirements. 	<p>If only one factor analysed a maximum of 3 marks.</p> <p>Accept training costs under ease of use</p>

Question No	Content/Exemplar Response	Additional Guidance
	<p>Exemplar response:</p> <p>Level 1: [1-3 marks]</p> <p>Value for money – Although a business system may appear expensive, it may save money in terms of mistakes so could be said to be good value for money. Dunhouse need to consider the costs of the system against the benefits brought about by the implementation of a new system. Ease of use – A priority for Dunhouse in selecting a new computerised system is the ease of its use, the easier it is to use the more efficient and effective the organisation will be.</p> <p>Level 2: [4-6 marks]</p> <p>Value for money – Although a business system may appear expensive, it may save money in terms of mistakes so could be said to be good value for money. They also look at the other side and identify that investment in IT based systems can be great for a small organisation, however the costs may be outweighed by the benefits of the system in place. Ease of use – A priority for Dunhouse in selecting a new computerised system is the ease of its use, the easier it is to use the more efficient and effective the organisation will be. Dunhouse need to evaluate how quickly and effectively the system can be put into place and then consequently used by staff. Dunhouse also need to consider if the training needs are outweighed by the benefits the new system will bring.</p>	

Question No	Content/Exemplar Response	Additional Guidance
<p>1(d)* Evaluate the benefits and drawbacks to Dunhouse Farm of using ICT-based systems rather than paper-based systems</p> <p>10 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies benefits of Dunhouse using IT-based systems rather than paper-based systems. Information may be in the form of a list. There is little or no attempt to draw valid conclusions. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>Level 2: [4-6 marks] Candidate describes the benefits of Dunhouse using IT-based systems rather than paper-based systems. Candidates will show an understanding of the question and include benefits and drawbacks. Candidate has limited ability to organise relevant material. Some appropriate terminology used. 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>Level 3: [7-10 marks] Candidate will show a clear understanding of the question and include benefits and drawbacks to Dunhouse of using IT-based systems rather than paper-based systems. Candidate effectively draws relevant conclusions. 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 is clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant, are well structure in a way that directly answers the question. There will be few, if any errors of spelling, punctuation and grammar.</p>	<p>This is the question assessing QWC</p>

Question No	Content/Exemplar Response	Additional Guidance
	<p><u>Indicative content:</u></p> <p>Benefits</p> <ul style="list-style-type: none"> • Faster than paper based • A centralised overview can be taken • Information can be easily accessed to help improve management planning • Can easily be updated • Can be accessed at multiple points • Provides information on demand. <p>Drawbacks</p> <ul style="list-style-type: none"> • Rubbish in rubbish out • Can be costly to implement • Unable to use if lack of power • Becomes outdated quickly • Need to train staff in use - cost <p><u>Exemplar</u></p> <p>Level 1 [1-3 marks] ICT based systems would be beneficial to Dunhouse as things could be done much more quickly by computer rather than by using paper based system. It would also mean that lots of different people could use the system at the same time, where as on paper only one member of staff cold use it. It does cost much more for an ICT based systems as computers are more expensive than paper</p>	

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	<p>Level 2: [4-6 marks] Due to the greater speed and storage capacity most organisations choose to have a computerised based system.</p> <p>A computerised system will allow a huge amount of information to be held together – details of costs, bookings, customers details, although a power cut would make this information inaccessible. If the organisation decided to change the process of activities this could be done at the touch of a button, rather than having to work it out by hand – saving time. The computer system would also mean that more than one member of staff could access the information at one time, and it would be safer than paper based information as security would be provided with pass words etc. The initial set up cost of a computerised system is much larger than that of a paper based, however in the long term this cost will be paid back through increased efficiency within organisations such as Dunhouse.</p> <p>Level 3: [7-10 marks] Although computerised systems have many positives, they also have areas which may deter organisations choosing them over paper based. The initial set up cost of a computerised system is much larger than that of a paper based, however in the long term this cost will be paid back through increased efficiency within organisations such as Dunhouse, it would ensure that no double bookings could take place thus ensuring better customer service. Another downside would be staff training, most people can read and write, however if using an IT based system, staff would have to be trained in its use, again costly in the short term, but once trained staff at Dunhouse should be able to use the system to provide accurate and up to date information to both customers and managers. Information used collected on the IT based systems could also be used to help other parts of the organization, such as marketing – using customer details in a mail shot. Although the IT system will cost more initially the benefits in the long run for the organisation would outweigh these.</p>	

Question No	Content/Exemplar Response	Additional Guidance
<p>2(a) Assess how the Disability Discrimination Act (DDA) could impact on an organisation such as Dunhouse Farm</p> <p>10 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies generic ways in which DDA impacts on an organisation. Information may be in the form of a list. There is little or no attempt to assess.</p> <p>Level 2: [4-6 marks] Candidate describes ways in which DDA impacts on an organisation such as Dunhouse. Candidate will show an understanding of the question and include explanations of the impact of the DDA. The assessment 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] Candidate will show a clear understanding of how DDA impacts on an organisation such as Dunhouse. Candidate effectively assesses the impact of the DDA on an organisation such as Dunhouse. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><u>Indicative content:</u></p> <p>Impacts:</p> <ul style="list-style-type: none"> • giving people equal opportunities • access – ramps, lifts, specialist equipment • costs to change • staff development and training. • Cost in terms of time for alterations to be made and the facility not being accessible • 	

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	<p>L1: [1-3 marks] The DDA aim is to ensure that no person is discriminated against on the basis of disability. Dunhouse must make changes to their facility where possible to make sure people with disabilities are able to get in, such as increasing access by adding ramps and lifts to the building. Dunhouse must also take care not to discriminate against people who apply for positions at Dunhouse Farm.</p> <p>L2: [4-6 marks] In order to comply with the DDA Dunhouse must first of all understand the requirements of the act. They may need to make a number of modifications, which are seen as reasonable to ensure everyone is able to access the organisation. This may include adding ramps, automatic door and changing things such as lowering the reception desk. They also need to consider things such as how they issue their marketing materials – can their website be read by people with disabilities, do marketing materials come in other formats such as large print and Braille. The day to day impact of the act could be the management having to think about modifications to the building, but also having to think about how they could modify the activities to make them more accessible, such as the farm.</p> <p>L3: [7-10 marks] The impact of this on day to day activities is the increased cost for the organisation, which may reduce the money available to be invested in other areas. Along with physical access to the building, it could be access in terms of modifications made to allow someone to work at the organisation. If reasonable modifications are not made to the premises the organisation could be sued and required to pay compensation. This would then affect how people would view the organisation, they could then struggle to recruit staff or find that customers with disabilities choose to go elsewhere, due to bad publicity of someone suing the organisation. The DDA act does throw up a number of problems for Dunhouse due to the nature of the service they offer, unlike a traditional leisure facility, many of the activities offered are based in the outdoors and therefore need modifying in other ways, this may be having to look at specially adapted quad bikes or 4x4 vehicles.</p>	

Question No	Content/Exemplar Response	Additional Guidance
<p>2(b) Complete this health and safety risk assessment. You must:</p> <ul style="list-style-type: none"> • rate the risk on severity of 1 (low) to 5 (high) • identify who is most likely to be harmed • indicate a possible consequence should each hazard occur • propose a realistic measure to eliminate or reduce each risk <p>8 marks [8*1]</p>	<p>Points marking</p> <p>One mark for each correct identification up to maximum of eight identifications.</p> <p><u>Indicative Content</u></p> <p>Severity: If linked to consequence 5 = death. The rating must relate to the consequence</p> <p>Who is most likely to be harmed:</p> <ul style="list-style-type: none"> • Children/adults/anyone on farm (1) • Driver of vehicle (1). <p>Consequence:</p> <ul style="list-style-type: none"> • Sickness and diarrhoea (1) • Broken bones (1) • Unconscious (1). <p>Realistic measure:</p> <ul style="list-style-type: none"> • Washbasins around the farm (1) • Notices on hand washing (1) • Safety talk prior to use of vehicles (1) • All customers issued with safety equipment (1) • Restrict type of terrain (1) • Impose an age limit (1). 	<p>Must only be one severity. Do not accept 4-5</p> <p>Accept spectators</p> <p>Do not accept illness/disease unless specific</p> <p>Accept restrict speed Accept provide disposable gloves Accept improved protective equipment Accept restrict quad bike track (terrain) Accept put fences up so customers can not touch animals Accept hand gel</p>

Question No	Content/Exemplar Response	Additional Guidance
<p>2(c) Explain the reason for each realistic measure identified in part 2(b)</p> <ul style="list-style-type: none"> • Transfer of germs from animals • Quad bike turning over <p>4 marks [2*1]*2</p>	<p>Points marking</p> <p>Award up to two marks for each response, one for identification, one for explanation.</p> <p>Wash basins (1) - this would allow people to wash hands after contact with animals (1) removing the germs (1), particularly important prior to eating (1).</p> <p>Notices on hand washing (1) - used to remind people and emphasise the importance of hand washing (1) and identifying the closest facilities to do so (1).</p> <p>Safety talk (1) - this gives the customer full information on what may occur (1) and could reduce panic (1), making the injury smaller (1).</p> <p>Safety equipment (1) - issuing people with helmets (1) will reduce the chances of having head injuries (1).</p>	

Question No	Content/Exemplar Response	Additional Guidance
<p>2(d) Identify two responsibilities that a leisure organisation such as Dunhouse Farm has under the Data Protection Act</p> <p>2 marks [1*2]</p>	<p>Points marking</p> <p>One mark for each correct identification up to maximum of two identifications.</p> <p><u>Indicative Content</u></p> <ul style="list-style-type: none"> • Data must only be obtained fairly (1) • Only relevant information should be asked of members (1) • Information regarding members should be stored securely, with limited access to that information (1) • Members should be told what is stored about them (1) • Data must not be sold onto third parties (1) • Data should be wiped out after it is no longer necessary (1). 	<p>Answer must be in the context of the Data Protection Act and must directly relate to employees at Dunhouse.</p>

Question No	Content/Exemplar Response	Additional Guidance
<p>3(a) Identify two:</p> <ul style="list-style-type: none"> • Strengths • Weaknesses • Opportunities • Threats <p>Which are likely to affect Dunhouse Farm</p> <p>8 marks [8*1]</p>	<p>Points marking</p> <p>Award one mark for each correct point up to a maximum of eight identifications.</p> <p><u>Indicative Content</u></p> <p>Strengths:</p> <ul style="list-style-type: none"> • reputation (1) • close to motorway (1) • diverse product range (1) • diverse customer base (1). <p>Weaknesses:</p> <ul style="list-style-type: none"> • physical location Northumberland countryside (1) • limited promotion (1) • low staff turnover – limited new ideas (1) • poor use of the Internet (1). <p>Opportunities:</p> <ul style="list-style-type: none"> • expand into other markets – management team building (1) • expansion into new areas – 4x4 (1) • on line booking (1). <p>Threats:</p> <ul style="list-style-type: none"> • changing demographic pattern (1) • competition (1) • DDA implications (1). 	<p>Accept unique attraction Do not accept core staff Accept high levels of customer service</p> <p>Do not accept paper based system</p> <p>Accept Investors in People Award</p> <p>Do not accept weather</p>

Question No	Content/Exemplar Response	Additional Guidance
<p>3(b) Assess how the marketing mix could be applied to Dunhouse Farm</p> <p>8 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worth of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies key elements of the marketing mix and how they could be applied to Dunhouse. Information may be in the form of a list. The assessment 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 marketing mix could be applied to Dunhouse. Candidate effectively assesses the ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><u>Indicative Content</u></p> <ul style="list-style-type: none"> • Price • Place • Promotion • Product 	

Question No	Content/Exemplar Response	Additional Guidance
	<p><u>Exemplar Responses</u></p> <p>L1: [1-4 marks] The candidate demonstrates knowledge and understanding of elements of the marketing mix by being able to state all elements as – product, price, place, promotion and linking them to elements of Dunhouse profile. Dunhouse do have a good range of products which can operate all year round, with different prices to meet different customer needs. Dunhouse probably use a range of pricing policies to get as many customers as possible. One method they could use is competitive pricing; they have to compete with the other facilities so have to offer a price, which is similar to the competition. Getting the mix right determines the long-term success of an organisation. Dunhouse must make sure it gets its pricing policy right or it could not get enough customers if the price is too high, or may not make sufficient profit if the price is too low.</p> <p>L2: [5-8 marks] The candidate demonstrates knowledge and understanding of each element of the marketing mix by being able to state all elements as – product, price, place, promotion and describing each element of the marketing mix in relation to Dunhouse. Dunhouse do have a good range of products, which can operate all year round, with different prices to meet different customer needs. When introducing a new activity such as the 4x4 course, they could link discount pricing in with the marketing aspect, using the price, product and promotion together to get the best outcomes. A range in pricing policies is probably the best option for an organisation such as Dunhouse, as they have a wide range of customers and a wide range of products, a 4x4 experience is more expensive than a farm visit. Getting the mix right determines the long-term success of an organisation. Dunhouse must make sure it gets its pricing policy right or it could not get enough customers if the price is too high, or may not make sufficient profit if the price is too low. They have constantly updated their products and must continue to do so or will lose customers. One area of the mix, which is lacking is promotion, even with the right products and price unless people know about it they will not buy.</p>	

Question No	Content/Exemplar Response	Additional Guidance
<p>3(c) Using Fig. 1 discuss how effective the web page is likely to be in promoting Dunhouse Farm's range of facilities</p> <p>8 marks Levels</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 key elements of the web page. Information may be in the form of a list. Candidate makes an attempt to discuss how effective the web page is likely to be in promoting Dunhouse. 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 discussion of the effectiveness of the web page in relation to Dunhouse Farm's facilities. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><u>Indicative content</u></p> <ul style="list-style-type: none"> • Organisation's name • Organisation's contact number • Farm shop • Adventure sports • Quad bikes • Education facility • Paint ball facility • No email link. 	

Question No	Content/Exemplar Response	Additional Guidance
	<p><u>Exemplar Responses</u></p> <p>L1: [1-4 marks] The web page contains images of every one of the products and services on offer; this allows the customers to see in a glance the products on offer at the organisation. The quad biking is shown with a relevant image, which looks really exciting, and this would encourage the customer to visit the facility. This could be seen as positive as it shows the customers that they are not just a farm, but have many other products and services. However, the images are not clear enough and if it was not for the text next to them the customer may be unable to understand what products were on offer.</p> <p>L2: [5-8 marks] The web page has an image of each of the products and services on offer at Dunhouse Farm. The web page is very limited, but it is hoped that each of these images link through to a page containing more information on the products. This could be seen as positive way to promote the products as it shows the customers, in one glance, that they are not just a farm, but have many other products and services. However, the images are not clear enough and if it was not for the text next to them the customer may be unable to understand what products were on offer. If this is not true, the web page is of little use in promoting the products. The inclusion of a telephone number is good as it means people will call for more information, however, it would have been better to have a email link – if someone is already using the web page they are more likely to use an e-link rather than go and make a call. Also limiting in terms of online booking – no indication of this option being available.</p>	

Question No	Content/Exemplar Response	Additional Guidance
<p>4(a)</p> <p>Assess the importance of budgeting and the implications for Dunhouse Farm if this process is not carried out effectively</p> <p>10 marks</p> <p>Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies some reasons why it is important for a leisure organisation such as Dunhouse to use budgeting techniques, and the implications if they are not carried out effectively. Information may be in the form of a list. There is little or no attempt to assess.</p> <p>Level 2: [4-6 marks] Candidate identifies a range of reasons why it is important for a leisure organisation such as Dunhouse to use budgeting techniques. Candidate will show an understanding of the question and include explanations of the implications if budgeting is not carried out effectively. The assessment 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] Candidate will show a clear understanding of the question and include detailed identification and explanation about the importance of budgeting. Candidate effectively assesses the implications if budgeting is not carried out effectively. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><u>Indicative Content</u> Importance of budgeting:</p> <ul style="list-style-type: none"> • Financial control • Help avoid overspending 	

Question No	Content/Exemplar Response	Additional Guidance
	<ul style="list-style-type: none"> • Used to plan ahead • Reduce fraud • Motivation of staff. <p><u>Exemplar Responses</u></p> <p>L1: [1-3 marks] A budget is a plan that outlines organisations financial or operational goals. It is an action plan. It helps a business allocate resources, evaluate performance, and formulate plans. Budgets are used to help the financial control of businesses; it provides a plan for future operations within a facility. Budgets allow organisations to monitor their cash flow and avoid possible financial difficulties.</p> <p>L2: [4-6 marks] Budgets could also be used by Dunhouse to control its cash flow, ensuring that no one within the organisation overspends by comparing actual figures with budgeted figures. This also allows them to plan for major changes within the organisation. Knowing the exact state of their budgets, and being in control of them, allows Dunhouse to take advantage of opportunities that they might otherwise miss. They need to be in control so they can react to the competition that has been established.</p> <p>L4: [7-10 marks] Budgeting is a management tool for controlling and effecting change in an organisation such as Dunhouse. Budgeting would force Dunhouse to think ahead and plan, without budgeting they may work on a day-to-day basis, which may happen in a family run business, without anticipating what the future may bring. With this planning and coordination it would mean that all areas of Dunhouse would be working together in order to achieve the organisation’s aims rather than pulling in different financial</p>	

Question No	Content/Exemplar Response	Additional Guidance
	<p>directions. Budgets and forecasts could be used by Dunhouse to find funding. They demonstrate the potential of business to investors and lenders. Although budgets are positive in many ways, they also have limitations. External influences may affect the budget, should an unpredictable event occur this may affect the outcome of the budget. Should the initial objectives for the organisation be over ambitious, then the budgeting that follows on from this may have little or no value. Lack of skill and knowledge in setting up the initial budget.</p>	
<p>4(b) In addition to admission fees, identify two possible sources of revenue at Dunhouse Farm</p> <p>2 marks [1*2]</p>	<p>Points marking</p> <p>Award one mark for each correct identification up to a maximum of two identifications.</p> <p><u>Indicative Content</u></p> <ul style="list-style-type: none"> • Bags of food for animals (1) • Merchandise (1) • Gift vouchers (1) • Experience vouchers (1) • Vending machines (1) • Café (1) 	<p>Accept car parking, farm shop,</p>

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<p>4(c) Explain the purpose of a cash flow forecast</p> <p>4 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-2 marks] Candidate identifies/describes the purpose of a cash flow forecast. Information may be in the form of a list. 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: [3-4 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the purpose of a cash flow forecast. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><u>Indicative content</u></p> <ul style="list-style-type: none"> • Cycle of money that enters and leaves a business • Money business has as it makes and receives payments • Money in from sales • Money out on costs • Prediction of what will occur <p><u>Exemplar Response</u></p> <p>L1: [1-2 marks] It allows an organisation to see where money is coming into the organisation and where it goes out so they can plan around it. The organisation can also identify times when the business has more or less money, which then allows them to make decisions regarding the finances of the organisation.</p>	

Question No	Content/Exemplar Response	Additional Guidance
	<p>L2: [3-4 marks] A good business needs a positive cash flow, where the amount of money coming into the bank account each month at least matches the amount of money going out. If a business runs out of cash, it will struggle to continue. If they can't pay suppliers they will have nothing to sell and it could quickly lead to insolvency. A cash flow forecast is a simple tool that will allow businesses to spot an obvious gap in finances before it happens, allowing them to take steps to minimise.</p>	

Question No	Content/Exemplar Response	Additional Guidance
<p>5(a) Explain what is meant by each of the following terms:</p> <ul style="list-style-type: none"> • Qualitative data • Quantitative data <p>4 marks</p>	<p>Points marking</p> <p>Award two marks for each correct identification up to a maximum of four marks.</p> <p>Qualitative data</p> <ul style="list-style-type: none"> • Data to do with feelings or opinions (1) • Looks at depth at consumers feelings, desires and perceptions which is difficult to measure (1). <p>Quantitative data</p> <ul style="list-style-type: none"> • Data to do with numbers (1) • More structured information that is statistically measurable (1). 	

Question No	Content/Exemplar Response	Additional Guidance
<p>5(b) Discuss how Dunhouse Farm could use both qualitative and quantitative data in order to more effectively meet the needs and expectations of its customers</p> <p>8 marks Levels</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 ways in which qualitative and quantitative data could be used by a leisure organisation such as Dunhouse. Candidate makes some attempt to discuss how Dunhouse could effectively use qualitative and quantitative data. 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 identifies a range of ways in which qualitative and quantitative data could be used by a leisure organisation such as Dunhouse, showing a detailed understanding of the topic. Candidate is able to provide an effective discussion and draw appropriate conclusions as to the most effective ways in which data could be used to meet the needs and expectations of customers. The response will be logically developed and coherent.</p> <p><u>Indicative Content</u></p> <p>Qualitative</p> <ul style="list-style-type: none"> • Feelings and emotions • Customer service <p>Quantitative</p> <ul style="list-style-type: none"> • Statistics • Admission figures • Sales figures • Dwell Time 	<p>No reward for knowledge of qualitative and quantitative.</p>

Question No	Content/Exemplar Response	Additional Guidance
	<p><u>Exemplar responses</u></p> <p>L1: [1-4 marks] Every organisation needs to be aware of what its customer's wants and needs are, and can collect this information both through data. If it uses this data properly they will find out what is good or not so good from the customer's point of view, and then can change things if necessary. If it is able to meet the customers needs they are likely to retain their customers. Any organisation such as Dunhouse needs to listen to (and/or establishes) customer needs and needs to do this through as many methods as possible, such as survey/comment cards/primary research, or data such as visitor numbers dwell time etc. From this range of information and data the organisation is able to identify what the customers needs are.</p> <p>L3: [5-8 marks] Any organisation such as Dunhouse needs to listen to (and/or establishes) customer needs and needs to do this through as many methods as possible, such as survey/comment cards/primary research, or data such as visitor numbers dwell time etc. From this range of information and data the organisation is able to identify what the customers needs are. If an organisation is able to meet a customer's need by acting on customer complaints, adding facilities when research shows the need this will create a better facility and hopefully more customers. The issues with the data are that it may have flaws. Qualitative data is very subjective, and issues as simple as someone having an argument in the car may affect their views of the facility, whether there is a problem or not. Therefore data has to be analysed and themes extracted from them. The customer is the one receiving the service and is more able to give a review and identify issues etc, which people working at the facility may not see. If an organisation is able to meet a customer's need they are more likely to establish repeat business, gain good reputation and expand their customer base.</p>	

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