

Leisure Studies

Advanced Subsidiary GCE

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

Mark Scheme for June 2011

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Question		Expected Answers	Marks	Rationale
1	(a)	<p>Sally is looking to achieve the Investors in People Quality System (IIP), although there are many other quality systems.</p> <p>Other than IIP, identify three quality systems. One mark for each correct identification up to a maximum of three identifications.</p> <ul style="list-style-type: none"> • QUEST [1] • Chart Mark [1] or Customer Service Excellence • ISO 9000 [1] or 9001 • Club Mark [1]. 	<p>[3] [3*1]</p>	
1	(b)	<p>Analyse the benefits to The Fun Factory of the IIP quality system.</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/describes how IIP impact on an organisation such as The Fun Factory. Information may be in the form of a list of impacts. 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: [4–6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how IIP impacts on an organisation such as The Fun Factory. 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>[6]</p>	

Question	Expected Answers	Marks	Rationale
	<p>Indicative content:</p> <ul style="list-style-type: none"> • improved productivity and profitability • skilled and motivated people work harder and better improving productivity • customer satisfaction • IIP is central to staff becoming customer focused, enabling organisations to meet customer needs • improved motivation • motivation is improved through employees greater involvement; this leads to higher morale • reduced waste and costs • skilled and motivated people examine their work to contribute to reducing waste • competitive advantage through improved performance • IIP helps organisations develop a competitive edge • public recognition • IIP status brings recognition for real achievements measured against a rigorous national standard. <p>Exemplar Answer</p> <p>Level 1: [1–3 marks] Investors in People is the national standard for best practice in people management. It provides the opportunity for performance improvement through effective development of people to ensure that the skills and talents of people within an organisation are maximised. IIP will benefit The Fun Factory as staff are more developed through training. They become more skilled and motivated. People work harder and better improving productivity which will lead to improved customer satisfaction. This will benefit The Fun Factory as happy customers tell their friends and come back to the business. This also leads to happy staff, so absenteeism and staff turnover decline – both which save The Fun Factory money.</p>		

Question	Expected Answers	Marks	Rationale	
	<p>Level 2: [4–6 marks] Investors in People is the national standard for best practice in people management. It provides the opportunity for performance improvement through effective development of people in order to ensure that the skills and talents of people within an organisation are maximised. IIP will benefit The Fun Factory as staff are more developed through training. They become more skilled and motivated people work harder and better improving productivity which will lead to improved customer satisfaction. Customer satisfaction leads to repeat business and good word of mouth publicity – both beneficial to The Fun Factory. Through developing staff, the staff will feel valued. Motivation is improved through employees' greater involvement. This leads to higher morale. In turn this leads to lower staff turnover and reduced absenteeism which saves The Fun Factory money. Public recognition through the IIP award brings in more customers and provides The Fun Factory with a competitive edge over other businesses. The IIP award brings far more benefits for the organisation than it would cost to achieve in the first place.</p>			
1	(c)	<p>Lack of storage space for stock at The Fun Factory is an ongoing problem. Sally is considering implementing an electronic stock control system as a way of tackling this problem.</p> <p>Discuss the extent to which the implementation of an electronic stock control system would reduce the problems caused by a lack of storage space at The Fun Factory.</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/describes stock control. Information may be in the form of a list of advantages of stock control. 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>	[10]	

Question	Expected Answers	Marks	Rationale
	<p>Level 2: [4–6 marks] Candidate discuss a number of stock control options. Candidates will show an understanding of the question and include explanations of possible impacts of electronic stock control. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [7–10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of electronic stock control. Candidate effectively discusses the features of electronic stock control systems. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • stock movements can be tracked • easy to upgrade electronic system • easy to update electronic system • customer satisfaction can be increased • transport costs can be minimised • inventories are accurate • money not tied up in unnecessary stock • storage space can be minimised • up to date management information. <p>Exemplar Answer:</p> <p>Level 1: [1–3 marks] Using an electronic stock system would allow stock movements to be tracked. This means that inventories are accurate and money is not tied up in unnecessary stock, so storage space can be minimised.</p>		

Question	Expected Answers	Marks	Rationale
	<p>Level 2: [4–6 marks] Due to the greater speed and storage capacity most organisations chose to have a computerised based stock control system. A computerised system will provide a huge amount of information together – details of costs, lead times, and suppliers, although a power cut would make this information inaccessible. The stock system would produce a stock list and not allow additional stock to be ordered if not needed, so reducing issues for stock storage. Costs in terms of transport could be reduced as correct stock levels would be maintained, rather than have to have emergency deliveries.</p> <p>Level 3: [7–10 marks] Due to the greater speed and storage capacity most organisations chose to have a computerised based stock control system. A computerised system will provide a huge amount of information together – details of costs, lead times, and suppliers, although a power cut would make this information inaccessible. The stock system would produce a stock list and not allow additional stock to be ordered if not needed, so reducing issues for stock storage. Although computerised systems have many positives, they also have aspects which may deter organisations from choosing them. The initial set up cost of a computerised system is much larger than that of a paper based system; however, in the long term this cost will be paid back through increased efficiency within organisations such as The Fun Factory, with sufficient stock being available to meet customers needs without tying up money. 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 staff are trained they 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 organisation, such as marketing – doing promotion on stock items which have not sold, so keeping storage problems to a minimum. Although the IT system will cost more initially, the benefits in the long run for the organisation would outweigh these costs.</p>		

Question	Expected Answers	Marks	Rationale
2 (a)	<p>Sally is aware of the need to review and keep up to date Fun Factory's health and safety risk assessment procedures. Below is an extract from a health and safety risk assessment.</p> <p>Complete this health and safety risk assessment. You must:</p> <ul style="list-style-type: none"> • identify who is most likely to be harmed by each hazard • indicate one possible consequence should each hazard occur • propose one realistic measure to eliminate or reduce each risk. <p>One mark for each correct identification up to a maximum of six identifications.</p> <p>Harmed:</p> <ul style="list-style-type: none"> • child on frame • child/adult under frame • child or adult • employee. <p>Consequence:</p> <ul style="list-style-type: none"> • cuts • bruises • sprains • scalds • burns. <p>Measure:</p> <ul style="list-style-type: none"> • safety matting • signage • sign indicating spillages • zoned area specific to age groups • lower height for different ages • hiring member of staff to specifically clean. 	[6] [6*1]	

Question	Expected Answers	Marks	Rationale
2 (b)	<p>Discuss how the Children Act impacts on a leisure organisation such as The Fun Factory.</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 how the Children Act impact on an organisation such as The Fun Factory. 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 Children Act impacts on an organisation such as The Fun Factory. 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>Indicative content:</p> <p>Every Child Matters:</p> <ul style="list-style-type: none"> • being healthy • staying safe • enjoying and achieving • making a positive contribution • achieving economic well-being • CRB checks • ratio of children to adult supervisor 	[8]	

Question	Expected Answers	Marks	Rationale
	<ul style="list-style-type: none"> • trained staff. <p>Exemplar Answer:</p> <p>Level 1: [1–4 marks] The Children Act is a piece of legislation that aims to look after the welfare of children. It is designed to help keep children safe and well. The Children Act places a number of requirements on The Fun Factory such as having enough staff, and the staff employed having to have CRB checks – to ensure they are safe to work with children and young people. This protects both the children and the staff of The Fun Factory.</p> <p>Level 2: [5–8 marks] The Children Act is a piece of legislation which aims to look after the welfare of children. It is designed to help keep children safe and well. The Children Act places a number of requirements on The Fun Factory such as CRB checks on staff. These checks make sure staff are safe to work with children. However, this will cost money and does take time to do. This may mean that The Fun Factory may have to wait before a member of staff can start work. The Act also lays down requirements for the number of staff to child ratio. This may impact on The Fun Factory as it may have to employ more staff, which increases costs not only in wages but also in recruitment and selection. Although the Act may cause The Fun Factory some problems, it does ensure that it protects the children as much as possible.</p>		

Question		Expected Answers	Marks	Rationale
2	(c)	<p>Safe working practices are vital for the success of any leisure organisation.</p> <p>Identify two benefits of safe working practices to The Fun Factory. One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • the facility meets its legal requirements [1] • the organisation is attractive to work for [1] • the facility is safe for users – no repercussions in terms of legal action [1] • incidents if they do happen, can be dealt with effectively through good systems – no repercussions in terms of legal action [1] • customers feel secure while there – gain good reputation leading to repeat business [1] • staff are confident in the procedures they follow, and enjoy work – reduced absenteeism [1] • no negative media coverage due to accidents [1]. 	<p>[2] [2*1]</p>	

Question	Expected Answers	Marks	Rationale
2 (d)	<p>Discuss the implications of the Data Protection Act for a leisure organisation such as The Fun Factory.</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 how the Data Protection Act impacts on an organisation such as The Fun Factory. 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 Data Protection Act impacts on an organisation such as The Fun Factory. 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>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 after it is no longer necessary. 	[8]	

Question	Expected Answers	Marks	Rationale
	<p data-bbox="360 204 613 236">Exemplar Answer</p> <p data-bbox="360 272 647 304">Level 1: [1–4 marks]</p> <p data-bbox="360 308 1317 571">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. The Fun Factory must ensure that it follows the rules and only uses data it needs. If it does not it may cause it problems, as staff or customers may not be happy with how it deals with information.</p> <p data-bbox="360 611 647 643">Level 2: [5–8 marks]</p> <p data-bbox="360 646 1317 1013">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's protected. The Data Protection Act will impact on The Fun Factory as it needs to ensure all staff are trained in the application of the Act, so this may cost time and money. The Fun Factory 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 Fun Factory does not follow the rules, it may get taken to court through legal action which may cost more in the long run.</p>		

Question		Expected Answers	Marks	Rationale
3	(a)	<p>Sally takes into account both internal and external influences on The Fun Factory through the use of SWOT and PEST analysis.</p> <p>Identify two:</p> <p>political economic social technical</p> <p>factors which are likely to affect The Fun Factory. One mark for each correct identification up to a maximum of two identifications for each of the four elements of PEST.</p> <p>Political:</p> <ul style="list-style-type: none"> • changes in legislation • changes in taxation • changes in political party (local/national). <p>Economic:</p> <ul style="list-style-type: none"> • disposable income available locally • unemployment levels • levels of investment locally. <p>Social:</p> <ul style="list-style-type: none"> • changing Demographic pattern • changing fashions in leisure choices. <p>Technical:</p> <ul style="list-style-type: none"> • advances in technology for other facilities • development in home based leisure. 	<p>[8] [8*1]</p>	<p>Note: PEST is external influences</p> <p>Accept VAT/Tax under Economic</p>

Question	Expected Answers	Marks	Rationale
3 (b)	<p>Evaluate how location and access might affect The Fun Factory.</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/describes the location and access of The Fun Factory. Information may be in the form of a list of promotion strategies. 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>Level 2: [4–6 marks] Candidate discusses location and access of The Fun Factory. Candidates will show an understanding of the question and include explanations of the location and access of The Fun Factory. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [7–10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation issues to do with the location and access of The Fun Factory. Candidate effectively discusses the features of location and access of The Fun Factory. 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	Rationale
	<p>Indicative content:</p> <ul style="list-style-type: none"> • limited parking • car parking away from facility • central location • small town • fully accessible in terms of DDA • purpose built areas within the warehouse • zoned for easy movement within the warehouse space • customer complaints. <p>Exemplar Answer</p> <p>Level 1: [1–3 marks] The place element of the marketing mix is defining how and where the product is being sold. In these days of online purchasing the place covers both the website and the physical distribution and delivery of the product once purchased. When developing a marketing plan, businesses should consider place. The Fun Factory is purpose built but has problems as it has not got many parking spaces, so this may put people off.</p> <p>Level 2: [4–6 marks] The place element of the marketing mix is defining how and where the product is being sold. In these days of online purchasing the place covers both the website and the physical distribution and delivery of the product once purchased. When developing a marketing plan, businesses should consider place. The Fun Factory has limited parking, which when dealing with children is a problem and may put customers off. Although there is a car parking away from facility which is cheap – due to the main customers having children and all of their necessary equipment it proves a problem, so again may put customers off. The facility’s central location in the town is good, as may customers will go past it and notice it is there.</p>		

Question	Expected Answers	Marks	Rationale
	<p>Level 3: [7–10 marks]</p> <p>The place element of the marketing mix is defining how and where the product is being sold. In these days of online purchasing the place covers both the website and the physical distribution and delivery of the product once purchased. When developing a marketing plan, businesses should consider place. The Fun Factory has limited parking, which when dealing with children is a problem and may put customers off. Although there is car parking away from facility which is cheap – due to the main customers having children and all of their necessary equipment it proves a problem, so again may put customers off. The facility’s central location in the town is good, as many customers will go past it and notice it is there. The facility, in itself, is fully accessible in terms of DDA due to having purpose built areas within the warehouse, which are zoned for easy movement within the space. Whilst its location is an initial problem for customers, once there the facility meets all access needs. However, being unable to park is probably more important and will reduce the number of customers.</p>		

Question		Expected Answers	Marks	Rationale
4	(a)	<p>Explain two functions of a cash flow forecast which would be useful for a leisure organisation such as The Fun Factory. One mark for each identification up to a maximum of two identifications plus a further one mark for each of two explanations.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • work out the income of the organisation [1] • work out the expenditure of the organisation [1] • identify short term cash flow problems [1] • identify areas where additional income may be generated [1] • to know at any point where money is owed [1]. 	[4] [2*2]	
4	(b)	<p>Discuss possible reasons for the cash-flow problems experienced by The Fun Factory and suggest how its cash flow could be improved.</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 how cash flow impacts on an organisation such as The Fun Factory. Information may be in the form of a list of possible reasons for an issue with cash flow. 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>	[8]	

Question	Expected Answers	Marks	Rationale
	<p>Level 2: [5–8 marks] Candidate will show a clear understanding of the question and includes detailed identification and explanation of the cash flow impact on an organisation such as The Fun Factory. 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>Indicative content:</p> <ul style="list-style-type: none"> • access an issue, so go elsewhere • limited repeat business • recession • cost in comparison with other attractions • competition near by • expenditure higher than expected • cost of computerised stock control • loyalty card but no secondary spending • demographics • seasonality • Improvements – additional promotion/advertising (eg direct marketing), pricing strategies (discount/variable), promotional activities (eg BOGOF), New Zone. <p>Exemplar Answer</p> <p>Level 1: [1–4 marks] The Fun Factory is having cash flow problems – this means it does not have a constant cash flow, more that it has peaks and troughs, and this can cause the business problems as it is difficult for it to plan for the future as it may not have sufficient funds to carry out what it wants to do. The reasons may include that access an issue and hard to get to, so the customer might go elsewhere. Also, because of the recession people may have less money and have birthday parties at home.</p>		

Question		Expected Answers	Marks	Rationale
		<p>Level 2: [5–8 marks]</p> <p>The Fun Factory has cash flow problems – this means it does not have a constant cash flow: it has times when it has lots of money and times when it has little. The reasons may include the recession. The Fun Factory is very much a luxury item, so when people have less disposable income they are unlikely to use leisure facilities such as The Fun Factory. The recession is an unknown quantity so The Fun Factory may be unable to plan far into the future in terms of cash flow, resulting in it being unable to plan for improvements or changes to the facility. Another problem could be that the cost of updating areas such as the computerised stock control system could be higher than expected, although in the long run this will save it money but in the short term may prove a problem as it has insufficient money coming in to pay for it. The Fun Factory needs to consider when its quiet times are and do some additional promotion to ensure that cash flow remains more constant and allow it to plan more efficiently.</p>		
4	(c)	<p>State three methods of payment which could be used by customers at The Fun Factory.</p> <p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • credit card [1] • debit card [1] • cash [1] • cheque [1]. 	<p>[3] [3*1]</p>	<p>Must not accept card without debit/credit also written. Also accept membership fees or direct debit for membership fees.</p> <p>Also accept names of card eg Visa card or card(Chip and pin)</p>

Question	Expected Answers	Marks	Rationale
5 (a)	<p>Leisure organisations such as The Fun Factory must monitor their progress and success. In order to do this they collect information and feedback from customers.</p> <p>Explain what is meant by the terms: (i) Primary Research primary research or field research involves the collection of data which does not already exist. [1] This can be through numerous forms, including questionnaires and telephone interviews [1]. (ii) Secondary Research secondary research or desk research is data which already exists in some form [1], having been collected for a different purpose, perhaps even by a different organisation [1].</p>	[4] [2x2]	Accept Government statistics as an example for development mark.
5 *(b)	<p>Assess how Sally could monitor and evaluate the success of activities such as birthday parties at The Fun Factory.</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/describes methods of monitoring. Information may be in the form of a list. 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> <p>Level 2: [4–6 marks] Candidate describes a number of aspects of methods of monitoring and evaluating success. Candidates will show an understanding of the question and include explanations of a number of possible features of the methods of evaluating 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</p>	[10]	

Question	Expected Answers	Marks	Rationale
	<p>with some use of specialist vocabulary. Candidate has a 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 detailed identification and explanation of aspects of appropriate methods to monitor and evaluate success in The Fun Factory. Candidate effectively evaluates the success of The Fun Factory. 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 structure in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p> <p>Indicative content:</p> <p>The range of factors that could be included within the response are:</p> <p>quantitative:</p> <ul style="list-style-type: none"> • increase in sales • increase in profit • turnover • number of visits to the facility. <p>qualitative:</p> <ul style="list-style-type: none"> • Feedback from customers via: <ul style="list-style-type: none"> - comments card - surveys - focus groups 		

Question	Expected Answers	Marks	Rationale
	<p>Points to consider:</p> <ul style="list-style-type: none"> • ticket sales • repeat visits • membership numbers • customer complaints. <p>Exemplar Answer:</p> <p>Level 1: [1–3 marks] The Fun Factory like any leisure organisation could be monitoring customer feedback by doing customer surveys to see what they think. It could also look at attendance numbers and see if these have changed. It could also look at income figures and see if this has increased. It also needs to look at other factors such as the weather and how this changes things.</p> <p>Level 2: [4–6 marks] The Fun Factory 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 give truthful answers if asked questions face to face. It could also look at attendance numbers and income figures and see if these have changed. These would have to be reviewed against figures at the same time of year but before the new programme was in place as this would give a true reflection of any increases in attendance and income</p> <p>Level 3: [7–10 marks] The Fun Factory 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</p>		

Question	Expected Answers	Marks	Rationale
	<p>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 give truthful answers if asked questions face to face. The Fun Factory could also look at attendance numbers and income figures and see if these have changed. These would have to be reviewed against figures at the same time of year but before the new programme was in place as this would give a true reflection of any increases in attendance and income. The Fun Factory could also review the number of people who have taken up memberships of the facility after the new programme is in place – this would be useful as these people could be asked if the new programme is the reason that they have taken up membership. Customer complaints could be monitored to see if these go down; however, The Fun Factory also needs to consider that if the programme is new and bigger it may get more complaints. It also needs to look at other factors such as the weather and how this changes things. Had it been a wet summer the attendance may have gone up but not due to the new programme – but more the weather or other external factors.</p>		
5	<p>(c)</p> <p>Leisure organisations use a range of promotional techniques including public relations and direct marketing.</p> <p>Evaluate which of these techniques would be the most suitable to increase customer numbers at The Fun Factory.</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/describes promotion techniques. Information may be in the form of a list of promotion techniques. There is little or no attempt to discuss. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question.</p>	[10]	

Question	Expected Answers	Marks	Rationale
	<p>Level 2: [4–6 marks] Candidate discusses a number of promotion techniques. Candidates will show an understanding of the question and include explanations of possible promotion techniques. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [7–10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of promotion techniques. Candidate effectively discusses the features of promotion techniques. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary</p> <p>Indicative content:</p> <p>Public Relations:</p> <ul style="list-style-type: none"> • strengthens the company image and perception • paints the picture of a company that is active and innovative • creates more credibility than traditional advertising • creates an advantage over competitors that are not utilizing PR effectively • costs may be reduced. <p>Direct marketing:</p> <ul style="list-style-type: none"> • direct-response adverts on television and radio • mail order catalogues • e-commerce • magazine inserts • direct mail – ‘junk mail’ • telemarketing. 		

Question	Expected Answers	Marks	Rationale
	<p>Exemplar Answer:</p> <p>Level 1: [1–3 marks] Direct marketing is sending information straight to your customers. This means that the marketing goes directly to the customer which is good. However, much junk mail is thrown away as people see it as rubbish. Public relations strengthens the company image and perception and creates an advantage over competitors.</p> <p>Level 2: [4–6 marks] Direct marketing is sending information and promotions straight to your customers. It has a number of methods which The Fun Factory could use, these include direct-response advertisements on television and radio and direct mail also known as ‘junk mail’. This means that the marketing goes directly to the customer which is good. However, much junk mail is thrown away as people see it as rubbish. Public relations is about strengthening the company image and the publics’ perception of it. This is useful for The Fun Factory as much of this is free and, therefore, promotion costs may be reduced.</p> <p>Level 3: [7–10 marks] The Fun Factory can target a promotional message down to specific individuals, and, where possible, personalise the message. The Fun Factory could first test the responsiveness of direct mailing by sending out a test mailing to a small, representative sample before committing to the more significant cost of a larger campaign. Using direct mailing means The Fun Factory is less visible to competitors. However, there is increasing customer concern with “junk mail” – the receipt of unsolicited mail which often suggests that the right to individual privacy has been breached, and often the mailing is placed directly into the bin. Public relations is about strengthening the company image and the publics’ perception of it. This is useful for The Fun Factory as much of this is free and, therefore, promotion costs may be reduced. The Fun Factory could use PR as it could create more credibility than traditional advertising, and in doing so create an advantage over competitors which are not utilising PR effectively.</p>		

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