

Leisure Studies

Advanced Subsidiary GCE

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

Mark Scheme for January 2012

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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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Annotations

Annotation	Meaning
	Correct
	Wrong
	Level 1
	Level 2
	Level 3
	Not answered the Question – award 0 marks
	Repetition
	Benefit of doubt

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • improved productivity and profitability • skilled and motivated people work harder and better thus improving productivity • customer satisfaction, • IIP is central to staff becoming customer focused, enabling organisations the better meet customer's needs, • improved motivation, • motivation is improved through employees greater involvement, this leads to higher morale, • reduced wastes and costs, • skilled and motivated people examine their work to contribute to reducing waste, 	3	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of three identifications.</p>	
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • senior management are not seen to be committing themselves • too little time allocated • insufficient resources allocated • follow up's do not happen • briefings are poor • staff input ignored • not enough planning ahead of implementation even with training, performance may not improve; 	4	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of four identifications.</p>	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • appointing a COSHH assessor • requirement to employer to control exposure • appropriate labelling • checking of measures taken • storage and handling • record keeping • training • risk precaution • cost/time <p>Exemplar Answer:</p> <p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1–3 marks] The main purpose of the COSHH regulations is to ensure that organisations maintain the safety of substances which are hazardous, and to make sure that 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. At present Paintball Power bring all materials in the back of a van and there is no specialist storage, which may place people under the risk of having an</p>	10	<p>Level 1: [1–3 marks] Candidate identifies/describes COSHH. 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 a number of key factors relating to COSHH. Candidates will show an understanding of the question and include explanations of possible impacts. 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 COSHH. Candidate effectively discusses the features of COSHH and their impact. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary</p>	<p>Level 1: [1–3 marks] List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p>Level 2: [4–6 marks] No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p>Level 3: [7–10 marks] Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9/10 marks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<p>accident, in particular as it carries gas canisters for the paint guns. The impact of this is the time and effort taken to ensure that it all happens properly, and that staff are trained to implement the procedures.</p> <p>Level 2: [4–6 marks]</p> <p>The COSHH regulations are to ensure that organisations maintain the safety of substances which are hazardous, and ensure that their employees and customers are safe. This will ensure that no customers can then sue the organisation. Paintball Power will have to change things so substances have appropriate labelling, and are correctly stored to make sure that no one comes to harm, and this will also make sure accidents are less likely to happen. Paintball Power may have to appoint a Health and Safety officer to watch over the system and make sure things are implemented as they should be. Paintball Power needs to have appropriate labelling, and to make sure substances are correctly stored in order to make sure that 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		Answer	Marks	Guidance	
				Content	Levels of response
		<p>Level 3: [7–10 marks] The COSHH regulations are to 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. Paintball Power will have to change operational practice such as ensuring that substances have appropriate labelling, and are correctly stored in order to make sure no one comes to harm, and this will also make sure accidents are less likely to happen. It may have to appoint a health and safety officer to watch over the system and make sure all aspects 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. Although the COSHH regulations place a large number of responsibilities on Paintball Power, all of which cost time and money to implement in the long run these may prove to be beneficial to Paintball Power. Having an organisation where procedures are followed correctly reduces the chance of accidents. This will, in turn, reduces the chance of negative publicity and the chance of legal action.</p>			

Question		Answer	Marks	Guidance	
				Content	Levels of response
		So the COSHH regulations are useful to all involved.			
	(d)	<p>Gas Canister:</p> <ul style="list-style-type: none"> • severity – 3 • who – instructor/game player • consequence – cuts and bruises/ broken limbs • measure – safety instructions prior to playing/correct footwear <p>Paintball in eye:</p> <ul style="list-style-type: none"> • severity – 4 • who – instructor/game player • consequence – blindness (4) swelling (3) • measure – safety instructions prior to playing/goggles to be worn at all times 	8	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of eight identifications.</p>	Severity and consequence must be linked.

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(a)	<p>Indicative content:</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/life expectancy • changing fashions in leisure choices • social attitude to exercise <p>Technical:</p> <ul style="list-style-type: none"> • advances in technology for other facilities • development in home based leisure • development of virtual experience facilities 	8	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of eight</p>	
	(b)	<p>Indicative content:</p> <p>Branding is the process of giving a product or service a distinctive identity with the aim of creating a unique image which makes it easily identifiable and separate from the competition.</p>	2	Points marking	

Question		Answer	Marks	Guidance	
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	(c)	Stage 1 – Research and development Stage 2 – Introduction/Launch Stage 3 – Growth Stage 4 – Maturity/Saturation Stage 5 – Decline	5	Points marking One mark for each correct identification up to a maximum of five identifications. Accept saturation for maturity Accept launch for introduction	

Question		Answer	Marks	Guidance	
				Content	Levels of response
3	(a)	<p>Exemplar response:</p> <p>Level 1: [1–4 marks] A product range is the full list of products on offer by an organisation. Any organisation has to offer a wide range of products so it can get as many customers as possible. If Paintball Power only had one product and failed to make it different to the competition or change it as fashion changed it may eventually go out of business as people might get bored with the product. Paintball Power does have a range of different games available so it will appeal to a wide range of people; however the facilities to eat and change are poor and may affect people's choice as it makes the product inferior.</p> <p>Level 2: [5–8 marks] A product range is the total number of products offered by Paintball Power. It needs to have a wide range of products as it has a wide range of customers. Leisure is a very dynamic industry and fashions come and go, with this products become old fashioned and die out as fewer and fewer customers buy them. Paintball Power is failing to continue to evolve, as in the last two years it has not updated the facilities. It does have a different range of games on offer, but these have not been added to. Also in</p>	8	<p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1–4 marks] Candidate identifies/describes how the product offered impacts on an organisation such as Paintball Power. 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 product offered impacts on an organisation such as Paintball Power. Candidate effectively discusses the impacts. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 1: [1–4 marks] List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p>Level 2: [5–8 marks] Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5–6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		terms of the product it offers, the changing, toilet and food preparation and serving facilities are below par, and when customers come to PP these are part of the product on offer. The lack of facilities may be one of the reasons why Paintball Power is struggling to get repeat customers. The product element of the marketing mix at Paintball Power in North Yorkshire is in need of attention. It is moving into the decline element of the product life cycle as the gaming areas have not been updated, the changing and food facilities are poor and this is reflected in the lack of repeat business. Unless these areas are addressed this element of the business will continue to decline and may no longer be viable to run.			
	(b)	<p>This is the question assessing QWC.</p> <p>Levels of response marking</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • competitive pricing • dwell time greater than other leisure facilities • discount pricing • early bird discounts <p>Level 1: [1–3 marks] Price is the amount of money an individual is willing to pay in return for a</p>	10	<p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1–3 marks] Candidate identifies/describes price. Information may be in the form of a list of pricing 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 1: [1–3 marks] List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p>Level 2: [4–6 marks] No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<p>product or service. When working out price, Paintball Power must take into consideration a number of aspects, such as what the competition offers in relation to price, what the customers can afford, value for money and dwell time. By offering discounts it is more likely that Paintball Power will gain more customers. Along with this it always looks at the price of the competition so it makes itself competitive. Paintball Power does offer discounts and early bird discounts which will get more people to visit.</p> <p>Level 2: [4–6 marks] Price is the amount of money an individual is willing to pay in return for a product or service. When working out price, Paintball Power must take into consideration a number of aspects, such as what the competition offers in relation to price, what other local facilities offer in terms of product and price and try to ensure it is in the same sort of range. This ensures that Paintball Power maintains its customer numbers – not losing them to other facilities. Paintball Power offers one main strategy at the moment, discount pricing, in particular 'early bird'. This ensures that people book early and so allows it to be able to plan as they know how many visitors it can expect. The downside to this is that it costs it in terms of profit.</p>		<p>Level 2: [4–6 marks] Candidate discuss a number of key factors relating to price element of the marketing mix. The candidates will show an understanding of the question and include explanations of possible pricing strategies. 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 price in relation to PP. Candidate effectively discusses the features of pricing strategies. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 3: [7–10 marks] Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9/10 marks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<p>Level 3: [7–10 marks]</p> <p>Price is the amount of money an individual is willing to pay in return for a product or service. When working out price Paintball Power must take into consideration a number of aspects, such as what the competition offers in relation to price, what the customers can afford, value for money and dwell time. By offering discounts it is more likely that Paintball Power will gain more customers. Along with this it always looks at the price of the competition so it makes itself competitive. This should be done in relation to other leisure providers not just specific paintball providers. If it is to gain customers it needs to be competitive leisure industry wide in the area it operates so customers choose it rather than others. Dwell time is a major consideration when working out the price – Paintball Power charges a range of prices for all day – this is seen as good value for money by customers who can get a full days' activities at a reasonable price. Paintball Power has a solid pricing strategy, discount pricing if booked early – this allows Paintball Power to plan its staffing, but also encourages the customer to buy the product. However, even with this discount customers link cost to the enjoyment of the experience, and with the lack of facilities and limited gaming areas they</p>			

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		may no longer class Paintball Power as good value. The organisation needs to review their price on a regular basis and take into account all of these internal and external factors and ensure it offers the right product at the right price.			
	(c)	<p>Indicative content:</p> <p>Direct marketing</p> <ul style="list-style-type: none"> • methods of marketing by which a company deals directly with its end customers including mail • order by catalogue, direct mail, telephone sales • the advertising of goods <p>Advertising</p> <ul style="list-style-type: none"> • Advertising is paid for space or time on a form of media which aims to persuade customers to buy a product or service 	4	<p>Points marking</p> <p>Up to two marks for each descriptor.</p>	

Question		Answer	Marks	Guidance	
				Content	Levels of response
4		<p>Indicative content:</p> <ul style="list-style-type: none"> • 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 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 • gearing <p>Levels of response marking</p> <p>Level 1: [1–4 marks] A balance sheet is a snapshot of a business' financial condition at a specific moment in time, usually at the close of an accounting period. A balance sheet comprises assets and liabilities. Assets and liabilities are divided into short– and long–term obligations. An asset is anything the business owns which has monetary value. Liabilities are the claims of creditors against the assets of the business. The balance sheet, along with the income and cash flow statements, is an important tool for investors to gain</p>	8	<p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1–4 marks] Candidate identifies/describes a balance sheet. Information may be in the form of a list of impacts. Candidates will include explanations of possible benefits and drawbacks 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 a balance sheet can be used as a management tool. Candidate effectively discusses the impacts. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 1: [1–4 marks] List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p>Level 2: [5–8 marks] Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5–6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks</p>

Question		Answer	Marks	Guidance	
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		<p>insight into a company and its operations. 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 Paintball Power understands its financial strength and capabilities. Balance sheets can identify and analyse trends; this allows Paintball Power to take action. They can compare the results to other businesses/years, etc.</p> <p>Level 2: [5–8 marks] A balance sheet shows the assets and liabilities and capital of a business at a given moment in time. It gives the organisation and others information about its financial performance. It also gives information on money owed by debtors, and again could affect its terms of sales in order to make money come in at a different rate, and ensure that it has better cash flow. It will inform managers who will be able to identify if key objectives are being met, and, if not, take appropriate action. It could also analyse the present position and make decisions about the time appropriate to invest in additional materials and equipment, or to wait until a better time.</p>			

Question		Answer	Marks	Guidance	
				Content	Levels of response
5	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • firewall – helps to prevent unauthorised access; and prevent viruses entering the system • passwords – only allows authorised people to access the system, which can be updated on a regular basis • restriction to different area of system through password protection – only allows authorised people to access the system at a level to which they are allowed • overall access to offices/computers – limits physical access to machines, reducing opportunities for people to access, • covers to prevent view of screen/keyboards – this reduces the chance of someone else being able to see the password as with pin numbers • back-up system if failure – this ensures that if any major problem occurred, the system is fully backed up and available for use. 	4	<p>Points marking</p> <p>One mark for correct identification of each security measure up to a maximum of two identifications, plus a further one mark for each of two explanations.</p>	
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • identify peaks and falls in popularity on daily/weekly/yearly basis • staffing to be based around trends – saving money 	8	<p>0 marks</p> <p>No response or no response worthy of credit</p>	<p>Level 1: [1–4 marks]</p> <p>List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<ul style="list-style-type: none"> • maintenance can be pre planned around times when the centre is quiet • pre-planned maintenance could prevent greater emergency maintenance costs • stock there when needed • excess money not tied up in stock <p>Levels of response marking</p> <p>Level 1: [1–3 marks] The booking system allows Paintball Power 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 the best at meeting customer needs. A booking system allows Paintball Power to understand when people are coming to use the facilities. This allows it to ensure its resources are used in the most efficient way. It can organise the correct number of courses 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> <p>Level 2: [5–8 marks] A booking system allows Paintball Power to understand when people are coming</p>		<p>Level 1: [1–4 marks] Candidate identifies/describes how the booking form is useful to Paintball Power. Information may be in the form of a list of impacts. Candidates will include explanations of possible information that may be collected 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 useful the booking form is. Candidate effectively discusses the positives and negatives of the form. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 2: [5–8 marks] Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5–6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

Question			Answer	Marks	Guidance	
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			<p>to use the facilities. It allows it to ensure that its resources are used in the most efficient way. It can then organise the correct number of courses 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 Paintball Power 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 centre is quiet. This ensures customers are not affected and levels of service are maintained. The booking form is a useful source of information and should help with financial, human resource and operational planning of the business. However, this can only be achieved if the information is correct and up to date.</p>			

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Levels of response marking</p> <p>Level 1: [1–3 marks] The feedback system on the website is a good method of collecting feedback, as people send it after they have used the facility and it goes directly to the organisation. Being computer based it means that Paintball Power could analyse the information easily. The downside to using the website for feedback is that people might not give feedback because they cannot be bothered to go back on the website, or may never have seen this element on the web page.</p> <p>Level 2: [4–6 marks] The feedback system on the website has advantages and disadvantages. Using a website allows Paintball Power to get instant feedback from the customer in a format that is easy to analyse and compare to previous information. The website might also encourage the customer to book again so increasing the number of customers at Paintball Power. The use of the website also limits the feedback which Paintball Power can gain from the customers, as many customers having taken part in the activities would then not give the website another thought, whereas if there was an exit survey or a comments card actually at</p>	10	<p>0 marks No response or no response worthy of credit</p> <p>Level 1: [1–3 marks] Candidate identifies/describes feedback methods. Information may be in the form of a list of methods. 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 will consider some strengths and/or weaknesses of Paintball Power using its website as the main method of feedback. In doing so the candidate may refer to other feedback methods. Candidates will show an understanding of the question and include explanations of the web as a feedback method. 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 the use of its website as</p>	<p>Level 1: [1–3 marks] List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p>Level 2: [4–6 marks] No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p>Level 3: [7–10 marks] Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9/10 marks</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<p>the facility then the customer may be more inclined to leave comments. The website is also done after the visit so the detail may not be clear in the customers mind, whereas using an exit survey would allow customers to give information as they leave the facility with the experience fresh in their minds.</p> <p>Level 3: [7–10 marks] The feedback system on the website has advantages and disadvantages. Using a web site allows Paintball Power to get instant feedback from the customer in a format which is easy to analyse and compare to previous information. The website might also encourage the customer to book again, so increase the number of repeat customers at Paintball Power. The use of the website also limits the feedback which Paintball Power can gain from the customers. Many customers having taken part in the activities would then not give the website another thought, whereas if there was an exit survey or a comments card actually at the facility, then the customer may be more inclined to leave comments. The website is also done after the visit so the detail may not be a clear in the customers mind, whereas using an exit survey would allow customers to give information as they leave the facility with the experience fresh in their minds.</p>		<p>the main feedback method. The candidate will consider in more detail the strengths and weaknesses of Paintball Power using its website as the main method of collecting customer feedback and in doing so may consider the strengths and/or weaknesses of other feedback methods. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary</p>	

Question		Answer	Marks	Guidance	
				Content	Levels of response
		Using the website as the main method means that it's limiting the opportunity to get feedback. Paintball Power probably already gets an amount of face to face feedback, but this is not formalised, this probably does not get passed to the relevant people. It needs to look at a wider range of feedback collection, such as exit surveys and postal survey. This allows it to capture a wider customer base and to gain more feedback from which it can make improvements. At present using only the website limits feedback to customers who can be bothered and who have a website. If it wishes to continue with this method, Paintball Power could look at offering incentives to get people to complete the survey, however, it does need to expand the methods used if it is to benefit as much as it could.			
	(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> • cost • time • validity • reliability • fitness for purpose <p>Level 1: [1–4 marks] There are a number of things which Paintball Power must consider when it is deciding on which method of market research to use, such as cost, time,</p>	8	<p>Level 1: [1–4 marks] Candidate identifies/describes factors to consider when selecting research method. Information may be in the form of a list of factors that could be used. Candidates will include explanations of each factor. 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</p>	<p>Level 1: [1–4 marks] List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p>Level 2: [5–8 marks] Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides –</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<p>validity, reliability, and fitness for purpose. It should look at how much money it has to spend and ensure that the method chosen is affordable. It should also look at how much time it has got as some methods may take more time than others and they may not have sufficient time to carry out the research</p> <p>Level 2: [5–8 marks] There are a number of things which Paintball Power must consider when it is deciding on which method of market research to use, such as cost, time, validity, reliability, and fitness for purpose. Each of these aspects will help determine the best option. How quickly it needs the research doing will restrict the choice and nature of the research, as will the funds available as some methods are much more costly and time consuming than others. Some methods are likely to produce more reliable and valid results than others and again Paintball Power needs to look at this and work out what it wants to achieve before selecting a method.</p>		<p>specialist vocabulary.</p> <p>Level 2: [5–8 marks] Candidate will show a clear understanding of the question and include detailed identification of main factors to consider. Candidate effectively discusses these factors and their use. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>5–6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

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