

GCE

Leisure Studies

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

Advanced Subsidiary GCE

Mark Scheme for June 2014

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations used in the detailed Mark Scheme (to include abbreviations and subject-specific conventions)

Subject specific - insert details in table making sure that the annotation matches the image that appears on scoris. Your Qualifications Manager or Qualifications Leader will be able to help.

Annotation	Meaning
	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.
	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
1a	<p>Quest is a tool for continuous improvement, designed primarily for the management of leisure facilities and leisure development.</p> <p>There are two models to use which are:</p> <ul style="list-style-type: none"> • The Facility Management (FM) model • The Sports Development (SD) model 	2		One mark for each correct identification up to a maximum of two identifications
1b	<ul style="list-style-type: none"> • increased focus on identifying and meeting customer needs. • an independent assessment of the service customers receive. • better prepared for best value • a structured framework which supports the delivery of best practice services • an publicly recognised • improved motivation and understanding of their role and contribution within the organisation to meeting customer needs • improved continuous professional development • better understanding of the organisation's policies and objectives. 	4		One mark for each correct identification up to a maximum of two identifications plus a further mark for each of two explanations

Question	Answer	Marks	Guidance	
			Content	Levels of Response
2ai	Key intention <ul style="list-style-type: none"> to ensure their employees receive immediate attention if they are injured or taken ill at work 	2	Do not accept to maintain health and safety	Up to two marks
2aii	Key requirements Employers must: <ul style="list-style-type: none"> provide adequate first aid facilities provide appropriate first aid equipment provide appropriate personnel carry out an assessment of first-aid needs to determine what to provide 	3		One mark for each correct identification up to a maximum of three identifications
2b	Risk A risk is the chance, high or low, that somebody could be harmed by these and other hazards, together with an indication of how serious the harm could be. Hazard A hazard is anything which may cause harm, such as chemicals, electricity, sports equipment etc	4	Accept eg for one mark	Up to two marks for each of the definitions
2c	Hazard Hitting the crash barrier: <ul style="list-style-type: none"> severity - 3 who – driver/spectator/staff consequence – whip lash/bruising from safety belt action – Safety instructions prior to karting/safety equipment to be worn 	8	Severity must be linked to consequence 5 = death	One mark for each correct identification up to a maximum of eight identifications

Question	Answer	Marks	Guidance	
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	<p>Oil on the track:</p> <ul style="list-style-type: none"> • severity - 3 • who – driver/spectator/staff • consequence – whip lash/bruising from safety belt • action – Safety instructions prior to karting/safety equipment to be worn. check track prior to each race/use of flags to stop race 			
2d	<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 out after it is no longer necessary <p>Level 2: [4-6 marks] 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. The DPA will impact on Premier Karting as Premier Karting needs to ensure all staff are trained in the use of the Act, so this may cost time and money. Premier Karting also needs to have</p>	6	<p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how the DPA could impact on Premier Karting. Candidate effectively discusses the impact of the DPA. 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] Candidate identifies/describes the key areas of the DPA.</p> <p>The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows</p>	<p>Levels of response marking</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 1: [1-3 marks] List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p>

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	<p>checks in place to make sure the regulations are being followed – again this may take up someone’s time and, therefore, prevent them doing other tasks. Although it does cost in terms of time and money, if Premier Karting does not follow the rules, it may get taken to court through legal action which may cost more in the long run.</p> <p>Level 1: [1-3 marks] 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. Premier Karting must ensure that it follows the rules and only uses data it needs, if it does not it may cause problems, as staff or customers may not be happy with how it deals with information.</p> <p>0 marks No response or no response worthy of credit.</p>		<p>reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	

Question	Answer	Marks	Guidance	
			Content	Levels of Response
3a	<p>Political:</p> <ul style="list-style-type: none"> • change in political party nationally • change in political party locally • change in legislation <p>Economic:</p> <ul style="list-style-type: none"> • recession • unemployment level • inflation rate <p>Social:</p> <ul style="list-style-type: none"> • fashion – consumer trends • demographics of the area • population, health, education and social mobility <p>Technical:</p> <ul style="list-style-type: none"> • pace of technology • new product development • distribution changed by new technologies 	8		One mark for each correct identification up to a maximum of eight identifications

Question	Answer	Marks	Guidance	
			Content	Levels of Response
3b	<p>Level 2: [5-8 marks] The marketing mix is made up of four elements – price, product, place and promotion which all have to work together. Place is the placing of your produce in a situation that allows maximum access to it by your customers, lines of distribution. This can be physical access as in a retail outlet or ICT based access such as availability on a website. In terms of place Premier Karting has a poor location. It is difficult to find, and hard to get to unless you have your own transport. On the positive side there is plenty of parking for people. It also has a presence on the Internet. Most people would expect to find out about facilities by using the Internet, and this could be seen as a positive point for Premier Karting. The location of the facility would not be an issue if it reviewed the signage it has, as most customers can find the industrial estate, they just get lost when on the estate. Place has a negative impact on Premier Karting.</p> <p>Level 1: [1-4 marks] The marketing mix is made up of price, product, place and promotion, all of which have to work together to ensure success. Place is about the location of the product and how it can be accessed by customers. Premier Karting is well located on the coast so has good access to the sea, although it has limited parking which may put people off visiting. It also has no website.</p>	8	<p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how Place is being used by Premier Karting.</p> <p>Candidate effectively discusses the use of a place as part of a marketing strategy. 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] Candidate identifies/describes the place in the marketing mix. Information may be in the form of a list of possible pricing strategies.</p> <p>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] 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> <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>

Question	Answer	Marks	Guidance	
			Content	Levels of Response
3c	<p>Stages</p> <ol style="list-style-type: none"> 1. Development 2. Introduction 3. Growth 4. Maturity / Saturation 5. Decline 	5		One mark for each correct identification up to a maximum of five identifications.
3d	Decline – number of visitors is declining as shown in Fig 1	2		One mark for a correct identification of the stage plus a further mark for supplementary statement
4a	<p>Level 2: [5-8 marks] An income statement is a financial statement which measures a company's financial performance over a specific period of time. Financial performance is assessed by giving a summary of how the business incurs revenues and expenses. Income statements should help and be beneficial to management and other interested parties in determining the past financial performance of the business, predicting future performance, and assessing the capability of generating future cash flows through a report of income and expenses. Overtime, the profit and loss account is beneficial when comparing previous years' results and can highlight trends and discrepancies which might require further analysis.</p> <p>Level 1: [1-4 marks] An income statement is a financial statement which measures a company's financial performance over a specific period of time. Financial performance is assessed by giving a summary of how the business incurs revenues and expenses. It is beneficial as</p>	8	<p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how income statements could be used by Premier Karting.</p> <p>Candidate effectively discusses the use of an income statement. 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] Candidate identifies/describes the key areas of an income statement. Candidates will</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> <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>

Question	Answer	Marks	Guidance	
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	Premier Karting can make future plans about the organisation according to the loss or the profit. It can compare the situation of the organisation with other organisations. It is also helpful when trying to get new investors for the company as they get an overview of the business		include explanations of possible benefits of using an income statement. 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.	
4b	<p>Indicative content:</p> <ul style="list-style-type: none"> ▪ financial Control ▪ help avoid overspending ▪ used to plan ahead ▪ reduce fraud ▪ motivation of staff ▪ monitoring <p>Level 2: [4-6 marks] Budgets could also be used by Premier Karting to control its cash flow, ensuring that no one within the organisation overspends by comparing actual figures with budgeted figures. This would allow it to ensure that it does not have too much money tied up. This also allows it to plan for major changes within the organisation - such as a new race track or a new activity. Knowing the exact state of its budgets, and being in control of them, allows Premier Karting to take advantage of opportunities which it might otherwise miss.</p>	6	<p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification of budgets and their use. Candidates effectively discuss these as means of financial control. 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] Candidate identifies/describes budgeting. Candidates may include explanations of types of budgets and their purpose.</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 1: [1-3 marks] List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p>

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	<p>Budgeting would make Premier Karting think ahead and plan. Without budgeting they may work on a day-to-day basis, without anticipating what the future may bring. Budgets are vital for the financial wellbeing of an organisation. They can be best used in conjunction with other financial documents. Budgeting allows an organisation to have a measure of financial control and a 'tool' by which its finances can be measured on an ongoing basis.</p> <p>Level 1: [1-3marks] A budget is a plan which 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; they provide a plan for future operations within a facility. Budgets allow organisations to monitor their cash flow and avoid possible financial difficulties.</p>		<p>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>	
5a	<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 • maintenance can be pre- planned around times when centre is quiet • pre-planned maintenance could prevent greater emergency maintenance costs. • stock is available when needed • excess money not tied up in stock 		<p>Level 3: [7-10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages and disadvantages of collecting information from systems to use in future planning. 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> <p>Level 2: [4-6 marks] No list – must be at least</p>

Question	Answer	Marks	Guidance	
			Content	Levels of Response
	<p>Levels of response marking</p> <p>Level 3: [7-10 marks] The booking system allows Premier Karting to understand when people are coming to use the facilities. This makes sure it has the right people in the right place at the right time, to meet customer needs; it also ensures that the service provided is of the best possible standard, thus meeting customer needs. A booking system allows Premier Karting to understand when people are coming to use the facilities. This allows it to ensure that its resources are used in the most efficient way. The booking system will also identify times of the year when things are quiet and essential maintenance could then take place without disrupting the customers. Trends in bookings can be used to match with the marketing and pricing strategies, looking at some discount or promotional pricing around the quiet times, backed up with appropriate advertising to make people aware of it.</p> <p>The booking system is a useful source of information and should help with financial, human resource and operational planning of the business. However, this can only be done if the information is correct and up to date. The issue is that the information is limited to online bookings, so cannot be used to fully predict.</p> <p>Level 2: [4-6 marks] A booking system allows Premier Karting to understand when people are coming to use the facilities. This allows it to ensure that its resources are used in the most efficient way. It can organise the correct number of races and staffing from the</p>		<p>Level 2: [4-6 marks] Candidates will show an understanding of the question and include explanations of possible advantages and disadvantages information drawn from systems in helping to make decisions.</p> <p>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 1: [1-3 marks] Candidate identifies/describes information which could be drawn from the systems. There is little or no attempt to discuss.</p> <p>Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question.</p>	<p>'describe' Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</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>

Question	Answer	Marks	Guidance	
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	<p>information collected. Booking information can allow the management of Premier Karting to identify peaks and falls in popularity on daily/weekly/yearly basis and allow them to organised staffing around this. This will help in 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.</p> <p>Level 1: [1-3 marks] The booking system allows Premier Karting to understand when people are coming to use the facilities. This makes sure it has the right people in the right place at the right time, to meet customer needs. It also ensures that the service provided is of the best possible standard, thus meeting customer needs. A booking system allows Premier Karting to understand when people are coming to use the facilities. This helps to ensure that its resources are used in the most efficient way. It can organise the correct number of races 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>0 marks No response or no response worthy of credit</p>			

Question	Answer	Marks	Guidance	
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5b	<p>Indicative content</p> <ul style="list-style-type: none"> • firewall • passwords • restriction to different area of system through password protection • overall access to offices/computers • covers to prevent view of screen/keyboards • back-up system if failure <p>Level 2: [5-8 marks] Security of any system is vital, as system contain lots of information which people could misuse. To retain the trust of both your internal staff and external customers it is vital that they understand their information is secure. This can be done in physical and technological ways. A firewall helps to prevent unauthorised access , and to prevent viruses entering the system. Passwords - only allow authorised people to access the system and passwords can be updated on a regular basis. Restriction to different areas of the system through password protection. Only allow authorised people to access the system at the level to which they are allowed. In a physical manner overall access to offices/computers - Limit 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</p>	8	<p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of how security of the system can be maintained. Candidate effectively discusses the use of a physical and technological methods to ensure security.</p> <p>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] Candidate identifies/describes potential ways to protect security of the system. Information may be in the form of a list of security methods. Candidates will include explanations of possible security methods which may be discussed with some success.</p> <p>The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and</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> <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>

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	<p>available for use. All of these work well but only if the systems in place are followed by all staff. Failure to do so means people still have the ability to access the system. To do these things will cost time and money; however, it is the only way to ensure a safe and secure system.</p> <p>Level 1: [1-4 marks] Security of any system is vital, as systems contain lots of information which people could misuse. To retain the trust of both your internal staff and external customers it is vital that they understand their information is secure. This can be done in a physical way such as locking doors, restricting access or in a technological way such as passwords and firewalls to prevent people hacking into the system. Use of both of these should prevent people getting into the system.</p>		<p>understanding of concepts and principles with some use of specialist vocabulary.</p>	
5c	<p>Levels of response marking</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Product: go karting • Promotion: website word of mouth • Price: competitive pricing Dwell time greater than other leisure facilities Discount pricing Early Bird discounts 	10	<p>Level 3: [7-10 marks] Candidate will show a clear understanding of the question and include detailed understanding of how a marketing strategy can impact on an organisation such as Premier Karting.</p> <p>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> <p>Level 2: [4-6 marks] No list – must be at least 'describe'</p>

Question	Answer	Marks	Guidance	
			Content	Levels of Response
	<p>Level 3: [7-10 marks] Premier Karting need to look at all elements of the marketing mix. Price is the amount of money an individual is willing to pay in return for a product or service. When working out price Premier Karting must take into consideration a number of items, such as what the competition offers in relation to price, what the customers can afford, value for money and dwell time. By offering discounts it is more likely that Premier Karting 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 provides not just specific karting providers. If it is to gain customers it needs to be competitive leisure industry-wide in the area they operate so customers choose them rather than others. Premier Karting has a solid pricing strategy, discount pricing if booked early. However, even with this discount if customers do not like the lack of up-to-date facilities and products they may no longer class Premier Karting as good value. The organisation needs to review its product and then make sure it is advertised well. To be effective all elements of the marketing mix must work together.</p> <p>Level 2: [4-6 marks] Premier Karting need to look at all elements of the marketing mix. Price is the amount of money an individual is willing to pay in return for a product or service. When working out price Premier Karting must take into consideration a number of items, such as what the competition offers in relation to price. Premier Karting must look at what other local</p>		<p>Level 2: [4-6 marks] Candidates will show an understanding of the question and include explanations of possible impacts of a marketing strategy. The discussion in the most part is accurate and relevant.</p> <p>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 1: [1-3 marks] Candidate identifies/describes a marketing strategy. This may be limited to simple statements.</p> <p>Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question.</p>	<p>Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</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>

Question	Answer	Marks	Guidance	
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	<p>facilities offer in terms of product and price and try to ensure it is in the same sort of area. This ensures that Premier Karting maintains its customer numbers – not losing them to other facilities. Premier Karting offers one main strategy at the moment, discount pricing, in particular ‘early bird’. This ensures that people book early and so allows Premier Karting to be able to plan as it knows how many visitors to expect. The downside to this is that it costs in terms of profit. Although the price is correct, unless Premier Karting updates the product it will not seem good value for money and people will go elsewhere.</p> <p>Level 1: [1-3 marks] The other elements of the marketing mix are price, product and promotion. Price is the amount of money an individual is willing to pay in return for a product or service. When working out price Premier Karting must take into consideration a number of items, such as what the competition offers in relation to price, what customers can afford, value for money and dwell time. By offering discounts it is more likely that Premier Karting will gain more customers. Along with this it always looks at the price of the competition so it makes itself competitive. Premier Karting does offer discount and ‘early bird’ discounts which will get more people to visit. It does however need to review the product and the promotion. The product is out of date, and promotion limited. It needs to look at changing the things it can do at the centre, and then advertise the new product more.</p>			

Question	Answer	Marks	Guidance	
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5d	<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 • comments card • surveys • focus groups <p>Points to consider:</p> <ul style="list-style-type: none"> • ticket sales • repeat visits • class attendance <p>Level 2: [4-6 marks] Premier Karting like any leisure organisation could be monitoring customers 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 why customers have attended - is it as a result of the campaign? This could be quite cheaply if done in the facility; however, it may inconvenience the customer who just wants to go home. Also often people do not give truthful answers if asked questions face to face. Premier Karting could also look at attendance numbers and income figures and see if these have changed. These would have to be reviewed against figures before the new marketing campaign was in place as this would give a true</p>	6	<p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification of market research methods. Candidates effectively discuss these considerations.</p> <p>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] Candidate identifies/describes market research method. Information may be in the form of a list of methods that could be considered. 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] 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 1: [1-3 marks] List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p>

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	<p>reflection of any increases in attendance and income.</p> <p>Level 1: [1-3 marks] Premier Karting, like any leisure organisation, could be monitoring customer feedback. It could use numbers – quantitative data, or customer feedback lined to opinions – qualitative data - 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 whether income has increased. If customer numbers have increased following the marketing campaign, it is likely that the campaign has been a success.</p>			

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