

GCE

Leisure Studies

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

Advanced Subsidiary GCE

Mark Scheme for June 2015

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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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1. 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
	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	<ul style="list-style-type: none"> Increased Customers – they know what quality of service they will receive Customer Focus – Expectation of staff are clear. Repeat business – Customers more likely to stay if they see the organisation care. Staff Satisfaction – Roles and responsibilities are outlined so easier to do their jobs. Edge over the competition – Promotes the image of the organisation in the customers view. 	4		<p>Points marking</p> <p>One mark for each correct identification of advantages maximum of two identifications.</p> <p>One mark for the explanation of the advantage maximum of two explanations</p>
1b	<p>Standard 1</p> <p>Respond to customers enquiry within 24 Hours Shows they value customers and are monitoring feedback to ensure happy customers.</p> <p>Standard 2</p> <p>The staff will be friendly, helpful and committed to helping you Shows customers can be guaranteed a pleasant place to visit</p>	4		<p>One mark for each correct identification of a suitable standard maximum of two identifications.</p> <p>One mark for the explanation of the standard maximum of two explanations</p>

Question	Answer	Marks	Guidance	
			Content	Levels of Response
2a	<p>Indicative Content</p> <ul style="list-style-type: none"> • Competitive Pricing • Discount Pricing • Early Bird Discounts <p>Level 1: [1-4 marks] Price is the amount of money an individual is willing to pay in return for a product or service. When working out price Blaxter Yard 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 how to retain customers in a volatile market. By offering discounts it is more likely that Blaxter yard will gain more customers. Along with this they always look at the price of the competition from other yards so they make themselves competitive.</p> <p>Level 2: [5-8 marks] Price is the amount of money an individual is willing to pay in return for a product or service. When working out price Blaxter Yard must take into consideration a number of items, such as what the competition offers in relation to price, Blaxter Yard must also look at what other local facilities offer in terms of product and price and try to ensure they are in the same sort of area. This ensures that the yard maintains their customer numbers – not losing them to other facilities. The yard charges a range of prices for different services – this is seen as good value for money by customers who can get suitable services at a reasonable price. Blaxter Yard has a good pricing strategy, however it could be improved with</p>	8	<p>Level 1: [1-4 marks] Candidate identifies/describes the pricing strategy at the moment. Information may be in the form of a list of advantages and disadvantages of the present strategy. 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 the pricing strategy in use at the moment. Candidate effectively justifies their views and suggests why the method of pricing is suitable or not. 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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	discount pricing if booked livery in a block, this allows the yard to plan their staffing, but also encourages the customer to buy the product in bulk helping remove some cash flow issues.			
2b	<p>Indicative Comment</p> <p>Facebook Social network Use on the move as mobile technology Profile Page for the business Can invite people to join Can link to other relevant face book pages Easy to distribute information Used in general by younger users.</p> <p>Level 1: [1-3 marks] Promotion is a vital part of the marketing mix; one aim of a promotional is to make people to buy the product or service. They need to do a number of things in order to achieve this aim. Blaxter Yard could use Facebook this would mean that more people, of a specific age and interest group would become aware of the product, so increasing the chance of them using the livery facility. At present Facebook is used, however this is not accessed by everyone and therefore they are missing out on potential customers. It may also limit the age of the people accessing the information, as Facebook is more often used by younger people,</p>	10	<p>Level 1: [1-3 marks] Candidate identifies/describes Facebook as a method of promotion, an element of the marketing mix. Information may be in the form of a list of advantages and disadvantages of Facebook. 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 advantages and disadvantages of Facebook and suggests suitable alternatives. Candidates will show an understanding of the question and include explanations of possible advantages and disadvantages of Facebook, and come to a judgement. The answer is relevant and accurate and shows</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</p>

Question	Answer	Marks	Guidance	
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	<p>Level 2: [4-6 marks]</p> <p>Blaxter Yard need to increase the number of liveries it gets and try to retain them. In order to gain new customers they could look at using Facebook more. They need to make sure that the advertising is targeted to get the most from it. Facebook would be appropriate as they could produce it themselves which would keep the cost down and also make it easy for them to do. However if they produce it themselves it may not look as good as it would if a professional produced it. It would also be easy to change and update, however they should look at other options in order to get a much wider audience as not everyone will access Facebook. The internet and general advertising would open the product up to more people, as there may be more people using these options than Facebook alone.</p> <p>Level 3: [7-10 marks]</p> <p>The best option for Blaxter Yard to increase usage of the yard would be to have a range of promotional techniques, rather than focus on just one. The use of a range of techniques would ensure more people are likely to see the advertising. Facebook itself is a good method and easy to update, however Blaxter are possibly limiting their potential customer base if they do not expand their promotional techniques further, as Facebook is often used by the younger generation. With many parents and grandparents</p>		<p>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 Facebook. Candidate effectively discusses the features of Facebook and why they are suitable, coming to a judgement. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary</p>	<p>With overall supporting conclusion – 9/10 marks</p>

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	<p>providing the money for the Livery Blaxter also need to think about how to target this audience. Facebook can be linked to other sites, which means they could potentially increase their audience. It can also be updated immediately and the use of images makes it a good medium to project the image of the organisation. Another big advantage is that it can be maintained by themselves without having to pay someone else. The downside is having to monitor the site to ensure images and people are not tagged and linked to inappropriate sites. Overall Facebook can be very advantageous to the business.</p>			

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2c	<p>Examples Include:</p> <p>Strengths</p> <ul style="list-style-type: none"> • Small family run operation • Space to expand product range • Facebook <p>Weaknesses</p> <ul style="list-style-type: none"> • Limited marketing techniques used • Pricing Strategy • Customer Retention • No riding lessons <p>Opportunities</p> <ul style="list-style-type: none"> • Sales of yard branded clothing • Sales of additional horse feed • Website • Riding Lessons • Use of indoor arena <p>Threats</p> <ul style="list-style-type: none"> • Competition from other yards • Recession • Fickle Market • Legislation • Seasonality / Weather 	4		<p>Points marking</p> <p>One mark for each correct identification up to a maximum of 4 identifications.</p> <p>Any other reasonable answer</p>

Question	Answer	Marks	Guidance	
			Content	Levels of Response
3a*	<p>Indicative Content</p> <p>Electronic / Computerised</p> <ul style="list-style-type: none"> • Stock movements can be tracked • Easy to upgrade electronic system • Customer satisfaction can be increased • Inventories are accurate • Money not tied up in unnecessary stock • Storage space can be minimised • Up to date management information • Can prevent overbooking <p>Paper / Manual</p> <ul style="list-style-type: none"> • No training needed • Easy to update • Limited storage • Costs little to implement <p>Level 1: [1-3 marks]</p> <p>Using an electronic system would allow stock movements can be tracked, this means that Inventories are accurate and Money not tied up in unnecessary stock so storage space can be minimised. The electronic system will also allow Hannah and Izzy to get an overview of how the business is operating, being able to show the highs and lows in occupancy. However an IT system is more costly than paper based as it costs to set up and train staff.</p>	10	<p>Level 1: [1-3 marks] Candidate identifies/describes manual and/or ICT based systems. Information may be in the form of a list of advantages and disadvantages for the systems. 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 both types of systems. Candidates will show an understanding of the question and include explanations of possible advantages and disadvantages. 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] 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>L2: [4-6 marks] Due to the greater speed and storage capacity most organisations chose to have a computerised based system. A computerised system will allow a huge amount of information together – details of costs, lead times, suppliers, bookings, and trends although a power cut would make this information inaccessible. The computerised system would produce a stock list and not allow additional stock to be ordered if not needed so reduce issues for stock storage. It would also show Hannah and Izzy when the highs and lows were in booking, allowing them to carry out some sort of promotion to increase usage. This information could be drawn from a paper based system but it would be much more time consuming and may not be as accurate.</p> <p>L3: [7-10 marks] Due to the greater speed and storage capacity most organisations chose to have a computerised based I system. A computerised system will allow a huge amount of information together – details of costs, lead times, occupancy levels, bookings and suppliers, although a power cut would make this information inaccessible. The computerised system could produce a stock list and not allow additional stock to be ordered if not needed so reduce issues for stock storage. Although computerised systems have many positives, they also have areas, which may deter organisations choosing them. The initial set up cost of a computerised system is much larger than that of a paper based, however in the long term this cost will be paid back through increased efficiency within organisations such as the Blaxter</p>		<p>Level 3: [7-10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of their selected system. Candidate effectively discusses the features of both systems and why they are suitable. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary</p>	

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	<p>Yard. Another downside would be staff training, most people can read and write, and however if using an IT based system, staff would have to be trained in its use, again costly in the short term, but once trained staff at should be able to use the system to provide accurate and up to date information to both customers and managers. Information used collected on the IT based systems could also be used to help other parts of the organization, such as marketing – doing promotion on products and services. Although the IT system will cost more initial the benefits in the long run for the organisation would outweigh these.</p>			

Question	Answer	Marks	Guidance	
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3b	<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 1: [1-4 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 data and needs to be kept confidential. They must only collect the data they need; this data should not be sold to anyone else and should be removed after use. Failure to follow these could cause problems for the Blaxter Yard and could result in court action.</p> <p>Level 2: [5-8 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</p>	8	<p>Level 1: [1-4 marks] Candidate identifies/describes the data protection act. Information may be in the form of a list key points. 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 the key factors and implications of the Data Protection Act. 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>

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	<p>protected. The Blaxter Yard must ensure that they follow the rules laid down by the act, although this may cost them time and money. The Blaxter Yard must also have checks in place to ensure the regulations are being followed; again this costs time and money. If not followed correctly the Blaxter Yard could have legal action taken against them. This results in costing money and ruining their reputation. This may cause them problems if trying to obtain new customers.</p>			

Question	Answer	Marks	Guidance	
			Content	Levels of Response
4a	<ul style="list-style-type: none"> • Work out the income of the organisation • Work out the expenditure of the organisation • Identify short term cash flow problems • Identify areas where additional income may be generated • To know at any point where money is owed. • Identify ability to pay debts. 	2		<p>Points marking</p> <p>One mark for each correct identification up to a maximum of 2 identifications.</p>
4b	<p>Indicative Content</p> <ul style="list-style-type: none"> • Limited Repeat Business • Current economic climate • Competition near by • Liquidity Problems • Seasonality • Lack of Customer Loyalty <p>Level 1: [1-4 marks]</p> <p>The Blaxter Yard is having cash flow problems – this means they do 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 them to plan for the future as it may not have sufficient funds to carry out what they want to do. The reasons may include, that access an issue and hard to get to so customer might go elsewhere. Also because of the recession people may have less money and have birthday parties at home.</p>	8	<p>Level 1: [1-4 marks]</p> <p>Candidate identifies/describes the problems presently faced in terms of cash flow. Information may be in the form of a list of techniques. Candidates may include explanations of why are problems. 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 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	
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	<p>Level 2: [5-8 marks] The Blaxter Yard has cash flow problems – this means they do not have a constant cash flow; they have times when they have lots of money and times when they have none. The reasons may include the recession. The Blaxter Yard is very much a luxury item, so when people have less disposable income they are unlikely to use facilities such as the Blaxter Yard, and people may actually give up and sell their horse as it is too costly to keep. The recession is an unknown quantity so the Blaxter Yard may be unable to plan far into the future in terms of cash flow, resulting in them being unable to plan for improvements or changes to the facility. Another problem could be that the lack of customer loyalty to the yard, with many customers moving on in mass. They need to consider a way of keeping customers longer; this could be done by offering discounts for a money up front commitment to the Yard. The Blaxter Yard needs to consider when its quiet times are and do some additional promotion to ensure that cash flow remains more constant and allow them to plan more efficiently, and they could also consider using a discounted price or BOGOF offer to get people in at what would be otherwise a quiet time.</p>		<p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the reasons for the cash flow issues. Candidate effectively justifies their views and suggests ways in which to overcome the problems. 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>

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5a	<p>Examples Include</p> <ul style="list-style-type: none"> • If the Yard have a health and safety policy and more than 5 employees, the policy must be in writing • Blaxter yard must carry out a suitable risk assessment. • Blaxter Yard make suitable arrangements for employee welfare. • Blaxter Yard must have employers' liability insurance, unless all employees, without exception, are close relatives. 	4		<p>Points marking One mark for each correct identification of responsibilities and maximum of two identifications. One mark for the explanation of the responsibility maximum of two explanations</p> <p>Any other reasonable Answer</p>
5b	<ul style="list-style-type: none"> • Injury – If the proper equipment is not used someone could have a broken limb or worse. • Death – not using the required safety equipment could lead to the death of a member of staff or customer such as being thrown or kicked by a horse. • Poor Reputation – If someone has an accident due to poor working practices, these people will talk to others which will result in a loss of image and reputation • Being Sued – If the Yard is not safe and a customer or their horse has an accident the Yard owners could be sued for compensation. • Poor motivation of staff – as they feel they are not valued • Staff / Customers feel unsafe • Business can be closed down 	4		<p>Points marking One mark for each correct identification of responsibilities and maximum of two identifications. One mark for the explanation of the responsibility maximum of two explanations</p>

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5c	<p>Indicative Content</p> <ul style="list-style-type: none"> • being healthy, • staying safe, • enjoying and achieving, • making a positive contribution and • achieving economic well-being. • DBR check – previously CRB Checks • ratio of Children to adult supervisor • trained staff • restrictive use of photos / videos <p>Level 1: [1-4 marks] The Children Act is a piece of legislation that's aim is look at the welfare of children. It is designed to help keep children safe and well. The Children act places a number of requirements on The Blaxter Yard such as having enough staff, and the staff you employ 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 Blaxter Yard, however as most people using the yard are doing their own livery until they start riding lessons it is probably good practice to have CRB checks rather than a requirement by law.</p> <p>Level 2: [5-8 marks] The Children Act is a piece of legislation that's aim is look at the welfare of children. It is designed to help keep children safe and well. The Children act places a number of requirements on The Blaxter Yard such as CRB checks on staff, these checks make sure staff are safe to work with children; however this will</p>	8	<p>Level 1: [1-4 marks] Candidate describes the key elements of the Children Act. Information may be in the form of a list of points. 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 the Children Act and how these impact on the organisation. Candidate effectively justifies their views and the impact of the Act on the day to day operations. 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>

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	<p>cost money and does take time to do. This may mean that The Blaxter Yard 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 Blaxter Yard as they may have to employ more staff, particularly if they are going to start riding lessons which increases costs not only in wages but also in recruitment and selection. Although the act may cause The Blaxter Yard some problems, it does ensure that they protect the children as much as possible, however as most people using the yard are doing their own livery until they start riding lessons it is probably good practice to have CRB checks rather than a requirement by law.</p>			

Question	Answer	Marks	Guidance	
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5d	<p>Probability of the hazard occurring</p> <ul style="list-style-type: none"> • Being kicked by a horse 3 / 4 • Falling from horse 3 / 4 <p>Who is most likely to be harmed</p> <ul style="list-style-type: none"> • Being kicked by a horse - groom • Falling from horse - rider <p>One possible consequences should each hazard occur</p> <ul style="list-style-type: none"> • Being kicked by a horse – broken bone • Falling from horse – Broken limb <p>Realistic measure to eliminate or reduce each risk</p> <ul style="list-style-type: none"> • Being kicked by a horse – full training prior to grooming • Falling from horse – wear back brace / safety hat • Horse matched to the ability to the rider 	8		<p>Points marking</p> <p>One mark for correct identification up to a maximum of 8 marks.</p> <p>Consequence needs to be linked to the severity. Death =5</p>

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6a	<p>Indicative Content</p> <p>The range of factors that could be included within the response are:</p> <p>Qualitative</p> <ul style="list-style-type: none"> • Feedback from customers via • Comments card • Surveys <p>Points to consider</p> <ul style="list-style-type: none"> • Repeat Visits • Customer Complaints <p>Level 1: [1-4 marks] The Blaxter Yard like any leisure organisation could be monitoring customer feedback. By doing customer surveys to see what they think, these could be done using technology such as Facebook, which Hannah and Lizzy are both competent with, find out what is good and bad, change the bad and keep the good. They could also look at occupancy figures and see if these have changed, if they make the correct changes the number should go up. They could also look at income figures and see if this has increased. They also need to look at other factors such as the weather and how this changes things; people are more likely to want to use their horses in the summer time, so they may see an increase in the hire horses during this time.</p> <p>Level 2: [5-8 marks] The Blaxter Yard like any leisure organisation could be monitoring customer feedback by using both</p>	8	<p>Level 1: [1-4 marks] Candidate identifies/describes the way in which the organisation could show customers they listen. 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 the methods that could be used to feedback to customers. Candidate effectively justifies their views and suggests why the method of is suitable or not. 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>

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	<p>qualitative and quantitative methods, as one focuses on opinions and feelings and the other is shown through numbers. They could do a customer surveys to see what customers think, this could be quite cheap if done by the facility using Facebook, however it may inconvenience the customer who just want to give truthful answers as people know who they are on Facebook. From this they can find out what is good and bad, change the bad and keep the good. They could also look at occupancy figures and see if these have changed, if they make the correct changes the number should go up. They could also look at occupancy 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 marketing or riding lessons was in place as this would give a true reflection of any increases in usage and income. Customer complaints could be monitored to see if there is any theme from customers and address these so the complaint is removed. They also need to look at other factors such as the weather and how this changes things, had it been a wet summer the occupancy and type of livery may have changed, other considerations are things such as the recession which may decrease usage.</p>	(8)		

Question	Answer	Marks	Guidance	
			Content	Levels of Response
6b	<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 <ul style="list-style-type: none"> • Mail order catalogues • E-commerce • Magazine inserts • Direct mail - 'junk mail' • Telemarketing <p>Level 1: [1-3 marks]</p> <p>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, if the Yard did an open day as a</p>	10	<p>Level 1: [1-3 marks] Candidate identifies/describes one promotional method. Information may be in the form of a list of advantages and disadvantages. 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] Candidates will show an understanding of the question and include explanations of possible advantages and disadvantages of the selected promotional 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 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>

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			Content	Levels of Response
	<p>PR event they could get people to see the actual Yard and the facilities and is probably more effective than a piece of paper selling a product.</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 Blaxter Yard could use, these include Direct-response adverts 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 public's perception of it, this is useful for the Blaxter Yard as much of this is free and therefore promotion costs may be reduced. It is important for people to see the actual yard rather than try to imagine it. The owners would probably like to see the facilities their horse will be able to access, rather than see it on paper. An open day at the yard also allows Hannah and Izzy to show all of the facilities and possible riding lessons. An open day as a PR event would be the most effective method of promotion as it I would show case the facilities more than a paper based advert.</p> <p>Level 3: [7-10 marks] The Blaxter Yard can target a promotional message down to specific individuals, and where possible personalise the message. The Blaxter Yard could first test the responsiveness of direct mailing by sending out a test mailing to a small, representative</p>		<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 the selected promotional method. 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
	<p>sample before committing to the more significant cost of a larger campaign. Using Direct mailing means the Blaxter Yard 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 placed directly into the bin. The problem with this is it may be difficult to target a specific group interested in the products they have to offer. Public relations is about strengthening the company image and the public’s perception of it, this is useful for the Blaxter Yard as much of this is free and therefore promotion costs may be reduced. The Blaxter Yard could use PR as they could create more credibility than traditional advertising, and in doing so creates an advantage over competitors that are not utilizing PR effectively. The owners of horses would probably like to see the facilities their horse will be able to access, rather than see it on paper. An open day at the yard also allows Hannah and Izzy to show all of the facilities and possible riding lessons. An open day as a PR event would be the most effective method of promotion as it would show case the facilities more than a paper based advert, which can only show limited areas, and direct marketing which may end up straight into the bin.</p>			

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