

GCE

Leisure Studies

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

Advanced Subsidiary GCE

Mark Scheme for June 2016

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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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Annotations

Annotation	Meaning
	Correct
	Wrong
L1	Level 1
L2	Level 2
L3	Level 3
NAQ	Not answered the Question – award 0 marks
REP	Repetition
BOD	Benefit of doubt

Question	Answer	Marks	Guidance	
			Content	Levels of Response
1a	Control Of Substances Hazardous Health	1		Points marking One mark for correct identification of all parts
1b	Slipping Staff / Swimmers / Spectators Cuts / Bumps / Bruises / Broken Limb Clear excess Water / No running Signs Lifeguards managing people Small child in deep end 2/3 Drowning/death No children under 8 in pool without an adult Signs for depth Lifeguards	6		Points marking One mark for correct identification up to 6 marks Severity and Consequence must match Death = 5
1c	Indicative content: <ul style="list-style-type: none"> The need to assess the risks to health from chemicals and decide what controls are needed. The need to use those controls and make sure workers use them. Make sure the controls are working properly. Inform workers about the risks to their health. To Train workers. Storage and transfer Consequence of non-compliance <p>Level 1: [1-3 marks]</p> <p>All organisations have to use chemicals during their everyday activities, and therefore have to abide by the</p>	10	<p>Level 1: [1-3 marks] Candidate identifies/describes the elements of the COSHH regulations. Information may be in the form of a list of requirements. 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 the regulations</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>

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	<p>COSHH regulations which means they need to assess the risks to health from chemicals and decide what controls are needed. They need to use those controls and make sure workers use them. Make sure the controls are working properly. Inform workers about the risks to their health and train workers in using COSHH. In Open Swim COSHH means that before any member can use chemicals Open Swim must train the staff in how to use chemicals safely to ensure that the staff are not affected and that it remains a safe environment for customers</p> <p>Level 2: [4-6 marks] In Open Swim they will use a range of chemicals prior to use they must carry out risk assessments in the use of chemicals, the people who are working for the organisation must be informed of these risks and the potential harm to their health, they must also at the same time train workers and give them systems to follow to ensure any risk to health is reduced or removed. The downside to this is that the staff must follow these if they are to work correctly. Open Swim must use chemicals, but in order to do this effectively they must assess all of the risks that may arise from the use of chemicals. They must however act on this if they assess but do not put controls in place accidents will still happen. Controls are only effective if they are followed, therefore Open Swim must put systems into place to ensure that workers are following the controls properly, for Open Swim this would mean additional staff training for someone to be in a supervisory position, and therefore may incur costs. Although more costly the downside that an accident with chemicals would be negative publicity, this would cost the organisation more, therefore the</p>		<p>in relation to Open Swim. Candidates will show an understanding of the question and include explanations of possible impact, and come to a judgement. 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 impact of COSHH on Open Swim. Candidate effectively discusses the impact of COSHH, 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>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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	<p>COSHH legislation has a positive impact on organisations is applied correctly.</p> <p>Level 3: [7-10 marks] In a leisure organisation such as Open Swim there are a number of pieces of legislation that must be followed to ensure safe working practices. In Open Swim they must use a range of chemicals throughout the facility, this means that Open Swim must ensure that COSHH is fully implemented and followed by the staff. Staff must carry out risk assessments, implement the control hazards and monitor them to ensure the legislation is abided by. The impact on Open Swim is that of cost and time. Whilst staff are doing risk assessments, being trained, or monitoring Controls are only effective if they are followed, therefore Open Swim must put systems into place to ensure that workers are following the controls properly, for Open Swim this would mean additional staff training for someone to be in a supervisory position, and therefore may incur costs. Whilst staff are training they are also not providing customer service and this may affect the experience customers have at the facility. Although more costly the downside that an accident with chemicals would be negative publicity, this would cost the organisation more, therefore the COSHH legislation has a positive impact on organisations is applied correctly</p>			

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2a	Maturity/Saturation	1		Points marking One mark for correct identification.
2b	On hot days the facility is still selling out to the maximum. No New Attractions 25 years in business	2		Points marking Up to two marks for the correct explanation. Answer must be linked to 2a
2c	Economic <ul style="list-style-type: none"> • High levels of Unemployment • Changes in Taxation • Increases in VAT • Levels of investment locally Social <ul style="list-style-type: none"> • Ageing Population • Changes in Lifestyle • Changes in Fashion • Attitude to exercise Technical <ul style="list-style-type: none"> • Changes in technology • Access to the internet • Increased access to public transport • Development of home based leisure. 	6		Points marking One mark for correct identification up to 6 marks Accept any other reasonable answer
3a Place	Indicative Content <ul style="list-style-type: none"> • Physical location • E location • Point at which the customer can buy or access the products and services. • Car parking capacity <p>Level 1: [1-3 marks] The location of any business will have a direct impact on the number of customers they have. Place can be</p>	10	Level 1: [1-3 marks] Candidate identifies/describes the marketing mix and in particular the place element Information may be in the form of a list of elements of Place. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question.	Level 1: [1-3 marks] List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks Level 2: [4-6 marks] No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks

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	<p>the physical location of the premises, or it can be the E location, where the organisation exists on the internet or Face book. The location of Open Swim limits the number of customers. It is in a small village which is difficult to find due to small roads. The pool itself is also hard to find in the village as it is not well signed. Its place is also good as there is little competition within the near area.</p> <p>Level 2: [4-6 marks] The place element of the marketing mix refers to the location of a business, whether that is the physical location or the location in the E world, through the Internet or face book for example. The location or place of an organisation is vital, as customers need to be able to access the organisation if they are to use its products and services. The location of Open Swim is good in that it serves the local community well, which is why it was established in the first place. It is also a good location as there is limited competition in the area. Due to its USP of being an open air pool, place is less of an issue as often people are willing to travel further for something which they rate as unique. Overall although it is difficult to get to because of its location in a rural area, the place of Open Swim is good as it serves the community well which is its primary aim.</p> <p>Level 3: [7-10 marks] The location or place of an organisation is vital, as customers need to be able to access the organisation if they are to use its products and services. The location of Open Swim is good in that it serves the local community well, which is why it was established in the first place. Location as a key factor for the</p>		<p>Level 2: [4-6 marks] Candidate discusses a number of advantages and disadvantages of Place in relation to Open Swim. Candidates will show an understanding of the question and include explanations of possible advantages and disadvantages of methods selected, and come to a judgement. 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 impact of Place on Open Swim. Candidate effectively discusses the suitability of the place, 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>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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	<p>people in the community, they need to easily access the pool, this means the Place element is ideal for them, however may not be as good for people out of the area. It is also a good location as there is limited competition in the area. Due to its USP of being an open air pool, place is less of an issue as often people are willing to travel further for something which they rate as unique. The lack of a presence on the web may fail to encourage other people to visit the area, The limited car parking also has a negative impact on visitors, and the lack of signage may also mean that people cannot locate the facility, meaning the place is a negative aspect of the marketing mix. Overall although it is difficult to get to because of its location in a rural area, the place of Open Swim is good as it serves the community well which is its primary aim.</p>			

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3b	<p>Indicative Content Qualitative data Data to do with feelings Looks at depth at consumer's feelings, desires and perceptions difficult to measure.</p> <p>Quantitative data. Data to do with numbers More structured information that is statistically measurable.</p> <p>Level 1: [1-3 marks] Open Swim like any leisure organisation could be monitoring customer feedback By doing customer surveys to see what they think this is primary research. They could do face to face surveys so they would know the people had used the facility and would not waste time asking people who had never attended. Comments cards could be used to get people to write down what they think. However these could lack focus and the information collected could lack the necessary detail, all of this is qualitative data, which would give them more idea on what the customers thought.</p> <p>Level 2: [4-6 marks] Open Swim like any leisure organisation could be monitoring customer feedback by using both qualitative and quantitative methods, as one focuses on opinions and feelings and the other is shown through numbers. They could do a customer surveys to see what customers think, this could be quite cheap if done in the facility, however it may inconvenience the customer who just wants to go home, also often people do not give truthful answers if asked questions face to face. Comments cards could be left in the</p>	10	<p>Level 1: [1-3 marks] Candidate identifies/describes different types of possible feedback from customers.. Information may be in the form of a list of advantages and disadvantages for the systems in use at the moment. 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 certain feedback methods and types.. Candidates will show an understanding of the question and include explanations of possible advantages and disadvantages of methods selected, and come to a judgement. 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</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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	<p>facility for customers to fill in as and when they wanted – as no one is there these could be more truthful, cost little to set up however, often stupid comments are added to them. Qualitative data could be collected from areas such as ticket sales, and other data. Although this shows how many people attend, it will not tell them what else people want so they should use qualitative methods.</p> <p>Level 3: [7-10 marks] Open Swim like any leisure organisation could be monitoring customer feedback by using both qualitative and quantitative methods, as one focuses on opinions and feelings and the other is shown through numbers. They could do a customer surveys to see what customers think, this could be quite cheap if done in the facility, however it may inconvenience the customer who just wants to go home, also often people do not give truthful answers if asked questions face to face. If they used telephone surveys, again it would be difficult to actually find people who have visited the facility. Customers also do not like being disturbed when at home and many fail to answer questions, another issue is the cost of these types of surveys as someone has to conduct them. Comments cards are useful as they are easy to set up as little materials – they cost little and they are not intimidating to customers as they only complete them if they want to. Information on them is likely to be truthful, however will need filtering to remove the rubbish. Qualitative data could be collected from areas such as ticket sales, and other data. Although this shows how many people attend, it will not tell them what else people want so they should use qualitative methods. Getting opinions not only tells them what they think</p>		<p>identification and explanation of their selected method. Candidate effectively discusses the features of methods selected 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>	

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	about the service already but tell Open Swim about customers future needs and wants, so this method is most appropriate.			
3c	<p>Indicative Content</p> <ul style="list-style-type: none"> • Swimming Pool • Play area • Parking • Diving Boards • Old Fashioned • USP – Open Air <p>Level 1: [1-4 marks] The product element of the marketing mix is a key element, it is one of the main reasons if not the reason why customers use facilities. Open Swim has a USP in that the pool is open air. Although the facility is very old fashioned and they have failed to develop the products on offer they still bring in a large number of customers due to the USP.</p> <p>Level 2: [5-8 marks] The product element of the marketing mix is a key element; it is one of the main reasons if not the reason why customers use facilities. Open Swim has a USP in that the pool is open air. The facility is very old fashioned and they have failed to develop the products on offer they still bring in a large number of customers due to the USP. The product offer is very basic, and the only reason they have not moved into decline in the product life cycle is because of its uniqueness and its cheap price which the locals take advantage of. However in the future unless they update the look of the facility it is likely that even the locals may stop using the facility.</p>	8	<p>Level 1: [1-4 marks] Candidate identifies/describes the product element of the marketing mix. Information may be in the form of a list of product features. 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 product offer from Open Swim. Candidate effectively justifies their views and suggests why the product 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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3d*	<p>Benefits – indicative content:</p> <ul style="list-style-type: none"> • ICT faster than paper based • A centralised overview can be taken • Information can be easily accessed to help improve management planning. • ICT can easily be updated • Can be accessed at multiple points • Provides information on demand <p>Drawbacks</p> <ul style="list-style-type: none"> • Staff training needed • Cost of additional equipment • Equipment needs replacing on a regular basis • Reliant on electricity • Could be corrupted • Could become impersonal • Could be hacked from a distance <p>0 marks No response or no response worthy of credit</p> <p>L1: [1-3 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, stock, details of costs, bookings, customers details, although a power cut would make this information inaccessible. If the organisation decided to change the process of activities this could be done at the touch of a button, rather than having to work it out by hand – saving time. The computer system would also mean that more than one member of staff could access the information at one time, and it would be safer than</p>	10	<p>Level 1: [1-3 marks] Candidate identifies/describes the benefits and drawbacks of using ICT rather than paper based systems. 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 paper based versus ICT based systems. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [7-10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of promotion strategies. Candidate effectively discusses the features of promotion strategies. There is</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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	<p>paper based information as security would be provided with pass words etc. However costs would stack up as staff will need to be trained and there is the cost of the initial equipment. When the costs of a computerised systems are weighed up against the benefits, it is probably best for Open Swim to continue with their manual system at the present time.</p> <p>L2: [4-6 marks]</p> <p>ICT systems are generally much faster to use as they can produce multiple copies of documents at any time, whereas paper based would take more time as it would all have to be hand done. The ICT system will have a firewall which would help to prevent unauthorised access, and prevent viruses entering the system. ICT systems also ensure 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 – which would be useful as only certain people could access all information. Another downside would be staff training, most people can read and write, however if using an IT based system, staff would have to be trained in its use, again costly in the short term, but once trained staff at Open Air should be able to use the system to provide accurate and up to date information to mange stock. Information used collected on the IT based systems could also be used to help other parts of the organization, such as marketing – using customer details in a mail shot. However these benefits need to be put up against the costs of implementing a computer system. When the costs of a computerised systems are weighed up against the benefits, it is probably best for Open Swim to continue with their manual system at the present time.</p>		<p>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>L3: [7-10 marks] ICT systems are generally much faster to use as they can produce multiple copies of documents at any time, whereas paper based would take more time as it would all have to be hand done. ICT systems would help Open AIR store their information safely the use of passwords only allows authorised people to access the system, which can updated on a regular basis. The ICT system would provide back-up system; this ensures that if any major problem occurred the system is fully backed up and available for use. Paper based systems are much cheaper but not as easy to update, as they only require paper and pens whereas an electronic system requires not only the hardware but also the time and money to train staff. Being such a small organisation paper based would be fine for the business, however if they are to take full advantage of the internet they should consider ICT based systems. Although the IT system will cost more initially the benefits in the long run for the organisation would outweigh these, however for an small organisation such as Open Air it may be a cost that is unnecessary at this time so a straightforward paper based system may prove the most useful, and easy to manage by the staff and committee. When the costs of a computerised systems are weighed up against the benefits, it is probably best for Open Swim to continue with their manual system at the present time.</p>			

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4a	<p>Indicative Content</p> <ul style="list-style-type: none"> • Recession • Cost in comparison with other attractions • Competition near by more up to date • Demographics • Seasonality linked to weather • Reliance on donations <p>Level 1: [1-3 marks]</p> <p>Open Swims inflows are not regular – 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 there is competition from other leisure facilities in the next town. Also because of the economic standing of the local area people may have less money to do what is seen as a luxury. They are open air so very weather dependant, this means on sunny days they could be turning people away, however with the weather being unpredictable, on wet days they may have few customers. This means that they have fluctuations in cash flow causing difficulty in planning.</p> <p>Level 2: [4-6 marks]</p> <p>Open Swims inflows are not regular – 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. It is difficult for them to plan far into</p>	6	<p>Level 1: [1-3 marks] Candidate identifies/describes issues with cash flow. Information may be in the form of a list of causes. 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 issues causing cash flow problems. Candidates will show an understanding of the question and include explanations of possible advantages and disadvantages of methods selected, and come to a judgement. 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>

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	the future in terms of cash flow, resulting in them being unable to plan for improvements or changes to the facility, which means it is getting old, so may put people off coming in. The biggest problem is seasonality, with the facility depending very much on good weather which is hard to predict, on sunny days they may sell out, whereas wet days see the pool empty. Being open air so very weather dependant, this is the biggest factor affecting cash flow. They also rely on additional funding from fundraising and bequests, which sometimes they get and sometimes not, so inflows irregular this has a direct impact on cash flow.			
4b	<p>Indicative Content</p> <ul style="list-style-type: none"> • A financial statement that measures a company's financial performance • Covers a specific accounting period. • A summary of how the business incurs its revenues and expenses • It also shows the net profit or loss incurred over a specific accounting period <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. It shows the revenue (income) and expenses of the organisation. It allows managers to determine whether the organisation is spending too much on particular costs, and whether they are making a profit. It is beneficial as Open Swim can make future plans about the organisation according to the loss or the profit. Open Swim can compare the</p>	8	<p>Level 1: [1-4 marks] Candidate identifies/describes the use of Income Statement by organisation such as Open Swim. 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</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>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.</p> <p>Level 2: [5-8 marks] An income statement is a financial statement that measures a company's financial performance over a specific period of time. It is a summary of the organisation's profit or loss for the period. It records all revenues (income) as well as all expenses. It allows management and investors to monitor sales, costs and profits. If sales are falling or expenses increasing this will impact on profits and action will need to be taken in order to remedy the situation. Over time, the Income Statement account is beneficial when compared to previous years results as it can highlight trends and discrepancies which might require further analysis.</p>		<p>understanding of the question and include detailed identification of the use of Income Statement by an organisation such as Open Swim. 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>	
4c	<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>L1: [1-3marks] A budget is a plan that outlines organisations financial or operational goals. It is an action plan. It helps a business allocate resources, evaluate performance, and formulate plans. Budgets are used to help the financial control of businesses; it provides a plan for future operations within a facility. Budgets allow organisations to monitor their cash flow and avoid possible financial difficulties.</p>	10	<p>Level 1: [1-3 marks] Candidate identifies/describes budgets. Information may be in the form of a list of budget inclusions. 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 impacts of failing</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>L2: [4-6marks] Budgets could also be used by Open Swim to control its cash flow, ensuring that no one within the organisation overspends by comparing actual figures with budgeted figures. This would allow them to ensure they don't have too much money tied up in stock as Open Swim do now. This also allows them to plan for major changes within the organisation. The irregular cash inflows into the organisation also make it difficult for Open Swim to budget effectively. Knowing the exact state of their budgets, and being in control of them, allows Open Swim to take advantage of opportunities that they might otherwise miss. They need to be in control so they can react to the competition that has been established.</p> <p>L3: [7-10 marks] Budgeting is a management tool for controlling and effecting change in an organisation such as Open Swim. Budgeting would force Open Swim to think ahead and plan, without budgeting they may work on a day-to-day basis, which may happen in this presently very laid back business, without anticipating what the future may bring. With this planning and coordination it would mean that all areas of Open Swim would be working together in order to achieve the organisations aims rather than pulling in different financial directions. The irregular cash inflows into the organisation also make it difficult for Open Swim to budget effectively. Budgets and forecasts could be used by Open Swim to find funding, which they need to update the building. They could demonstrate the potential of business to investors and lenders. Although budgets are positive in many ways, they also</p>		<p>budget. 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 impact of incorrect budgeting. Candidate effectively discusses the positive and negative impacts of budgeting. 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
	have limitations. External influences may affect the budget, should an unpredictable event occur this may affect the outcome of the budget. Should the initial objectives for the organisation be over ambitious, then the budgeting that follows on from this may have little or no value. Lack of skill and knowledge in setting up the initial budget may mean that they are working with incorrect information from the outset. Budgets are vital for the financial well being 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 from which it finances can be measured on an ongoing basis			
5a	Quality System is a process an organisation uses in order to manage and improve the quality of its products, service or staff.	2		Points marking One mark for correct identification up to 2 marks
5b	Customer Service Excellence / Customer Charter ISO 9000 Quest	2		Points marking One mark for correct identification up to 2 marks Customer service excellence and Charter Mark are the same – only one mark

Question	Answer	Marks	Guidance	
			Content	Levels of Response
5c	<p>Benefits quality system to :</p> <p>Customers</p> <ul style="list-style-type: none"> • Increased customer focus • Knowledgeable staff • Improved service delivery • Customer Satisfaction <p>Organisation</p> <ul style="list-style-type: none"> • Customer Satisfaction • Employee engagement • Increased Morale and motivation • Continuous Improvement • Improved productivity and profitability • Competitive advantage • Improved employee retention 	8		<p>Points marking</p> <p>One mark for correct identification up to 4 marks</p> <p>One mark for correct explanation up to 4 marks</p>

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