

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

# Leisure Studies

**Advanced**

**Unit 5: Employment in Leisure**

Friday 10 June 2011 – Morning

**Time: 1 hour 30 minutes**

Paper Reference

**6970/01**

**You do not need any other materials.**

Total Marks

## Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

## Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 1(d) and 1(f). These questions are indicated with an **asterisk (\*)**  
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

## Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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**Answer ALL the questions. Write your answers in the spaces provided.**

**1** Neodo is a cinema complex with four screens showing films each day. Its Customer Service Manager has given in her notice and so it is starting the recruitment process to replace her.

(a) (i) Identify **two** items that you might expect to find in a job description for this post. For each item, suggest one reason why it would be included.

(4)

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(ii) Explain **two** ways in which a person specification is used in the recruitment process.

(4)

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The Human Resources Department has decided to ask candidates to complete an application form rather than send in their CV (Curriculum Vitae).

(b) Explain the **advantages** for Neodo of asking applicants to complete an application form rather than asking them to send in a CV.

(6)

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Neodo has decided that the best way of advertising the post of Customer Service Manager would be through the internet. As it is a large organisation it has a popular website. It has decided to place the advert only on this website.

(c) Evaluate the decision to advertise the post of Customer Service Manager only on the Neodo website.

(6)

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Having shortlisted the best candidates for the post, Neodo is preparing for the interview process.

(e) Produce a pre-interview checklist that would help to ensure that the interviews are as effective as possible.

(6)

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Neodo has decided that the interviews for the post of Customer Service Manager will be held over two days and will consist of the following:

- a presentation on the importance of customer service
- a role play situation
- a team exercise
- an individual interview.

\* (f) Evaluate the suitability of this interview process for the post of Customer Service Manager.

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New members of staff will often have an induction during their first days at work. Occasionally, existing members of staff will also have an induction.

(g) Suggest **two** reasons why an organisation might consider it necessary to give an induction to an existing member of staff.

(4)

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**(Total for Question 1 = 46 marks)**





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2 The new Customer Service Manager is to be appointed two weeks before the previous one completes her notice period. The existing CSM has a new job at another organisation but Neodo insists that she works until the end of her notice period. She does not want to do this but it is in the terms of her contract.

(a) (i) Identify **three** other items that would be found in a contract of employment.

(3)

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(ii) Explain the advantages and disadvantages for Neodo of insisting that the existing Customer Service Manager works out her notice period.

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The cinema complex is built on three levels. The main entrance and booking office are on the ground floor, with the screens on the first floor and administration offices on the second floor. Neodo has two stated aims that cover the requirements of the Disability Discrimination Act:

- all customers should have equal access to services
- an equal opportunities policy towards recruitment.

(b) Explain how the Neodo cinema complex could be adapted to ensure that these two aims are met.

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**(Total for Question 2 = 15 marks)**



**3** The Neodo cinema complex is part of a large chain of cinemas, employing thousands of staff. For some of its specialist job roles, such as projectionists, it prefers to take on staff as apprentices. It has its own training school for these roles and this is also used by other cinema owners to help train their staff.

(a) Explain the benefits to Neodo of this method of recruiting for specialist roles, such as projectionists.

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The cinema complex has a regular programme of films. This involves afternoon performances four times a week and evening shows every night. The long hours involved mean that each day at least two hours of work has to be done by either casual or part-time staff. These staff work both in the administration department and front of house.

(b) (i) Explain what is meant by *casual staff*.

(3)

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(ii) Analyse the benefits to Neodo of employing part-time, rather than casual, staff in this situation.

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**(Total for Question 3 = 15 marks)**



**4** Raul works in the marketing department – he enjoys his job and is good at it. When he started he produced good ideas that brought Neodo much income through advertising and increased sales. He is employed on a fixed salary and is disappointed that others in the same department do not put as much effort in but are on the same pay. As a result, his efforts have begun to decrease and his line manager has suggested that he attends a management training course in order to motivate him.

(a) Explain why being sent on a management training course may **not** be the best method of motivating Raul.

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(b) Choose **one** other method of motivation that would be suitable for Raul. Evaluate its possible effectiveness in this situation.

(8)

Method chosen .....

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**(Total for Question 4 = 14 marks)**

**TOTAL FOR PAPER = 90 MARKS**



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