

Write your name here

Surname

Other names

Pearson
Edexcel GCE

Centre Number

--	--	--	--	--

Candidate Number

--	--	--	--	--

Leisure Studies

Advanced

Unit 5: Employment in Leisure

Thursday 7 June 2018 – 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 2(b) and 2(d). 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.*
- The marks available for spelling, punctuation and grammar are clearly indicated.

Advice

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

Turn over ►

P58606A

©2018 Pearson Education Ltd.

1/1/1/1/1



Pearson

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

- 1** Ultimate Leisure Parks (ULP) owns four theme parks. ULP employs a large number of people, many of whom are highly skilled. Some new posts are offered as apprenticeships and ULP also relies on volunteers to help out with some activities, which they offer for children in the summer.

(a) Explain what is meant by an apprenticeship.

(3)

(b) Explain why people volunteer for work in the leisure industry.

(4)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(c) Identify **two** methods of advertising that would be suitable for recruiting volunteers. Give reasons for each of your choices.

(6)

1

.....

.....

.....

.....

.....

2

.....

.....

.....

.....

.....

(Total for Question 1 = 13 marks)



- 2 Unlike its other theme parks, ULP's park in South West England has recently seen a decline in visitor numbers. The customer service team originally had three full-time and two part-time members of staff. Two of the full-time staff have left and a suggestion has been made that the customer service team only needs to recruit one new full-time member of staff.

(a) Explain why a job analysis is needed before this decision is made.

(4)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

(8)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Human Resources has decided to use the following criteria in the recruitment and selection process for the post of Customer Service Manager.

Essential criteria

Good communication skills

Knowledge of theme parks

Desirable criteria

Confident personality

Previous customer service experience

(c) (i) Evaluate the choice of these criteria for this post.

(6)

(ii) Describe how the criteria will be used in the recruitment process.

(4)



The final selection stage for the post of Customer Service Manager will take place over the course of a full day. Each candidate will have to do the following:

- take part in a series of customer service role-play exercises
- give a presentation on the importance of customer service
- have an individual interview.

*(d) Evaluate the use of this selection day for appointing someone for this post.

(8)



Use the following information to answer Question 2(e).

The new Customer Service Manager has now been appointed.

The new CSM's previous job role was as a Customer Service Adviser for a small company in the retail industry. She has no leisure industry background. In her last post she spoke to many customers by phone, but not face-to-face. She is now responsible for a series of different facilities within the main central leisure area including three rides, a cafe and the adventure playground.

ULP is to give her a thorough induction. This will include one day job shadowing the manager of another department.

- (e) Analyse the importance of giving the new Customer Service Manager at the theme park a thorough induction.

(6)

(Total for Question 2 = 36 marks)



3 The main administration office at the theme park is open between 08:00 and 18:00. All full-time administrative staff have to work between 10:00 and 14:00 when the office is busiest. Apart from these times they can choose when they work. Employees are able to work from home for a maximum of five days each month. Working patterns have to be agreed with the Deputy Manager at the start of each week. Employees have to work for a total of 40 hours per week and they have scheduled breaks.

(a) (i) Explain what is meant by scheduled breaks.

(3)

(ii) Analyse the benefits of these flexible working patterns for both the theme park and the employees.

(6)



ULP needs to replace two part-time workers in the administration department.

Human Resources has decided to advertise for one full-time worker instead.

- (b) Outline **two** reasons why ULP might prefer to employ one full-time worker rather than two part-time workers.

(4)

1

2

Simon has been employed for five years. He had a consistently good work record until last month when his work was poor and he was arriving at work late most days. His line manager has commented twice on this change but Simon has refused to talk about it. ULP has decided to start a disciplinary procedure for him.

- (c) Explain how a disciplinary procedure may help to achieve the best outcome for ULP and Simon.

(6)



Use the following information to answer Question 3(d).

ULP has three other theme parks. One is in Wales, one in Scotland and the other is in the North of England. These have all seen recent increases in visitor numbers. At all of these parks, new rides have been installed to give visitors the best possible experience. Falling numbers at the park in South West England means that less staff are needed there, but rather than make them redundant, staff are being offered redeployment instead.

- (d) Evaluate the decision to offer staff redeployment rather than making them redundant in this situation.

(8)

(Total for Question 3 = 27 marks)



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

- 4** Natalia works in the marketing department – she enjoys her job and is good at it. When she started she produced good ideas that brought ULP much income through advertising and increased sales. She is employed on a fixed salary and is disappointed that others in the same department do not put in as much effort but are on the same pay. As a result, her efforts have begun to decrease and her line manager has suggested that her appraisals should focus on trying to motivate her.

(a) Explain how appraisals are used to improve motivation.

(6)

[illegible]

(b) Choose **one** other method of motivation that would be suitable for Natalia. Justify your choice of method.

(8)

DO NOT WRITE IN THIS AREA

(Total for Question 4 = 14 marks)

TOTAL FOR PAPER = 90 MARKS



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

BLANK PAGE

