

Moderators' Report/
Principal Moderator Feedback

Summer 2014

GCE Leisure Studies (6968)
Paper 01 The Leisure Customer

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General Comments

This is an AS Unit which is internally assessed and samples submitted for external moderation.

Candidates are required to produce a portfolio of work consisting of four discrete tasks to cover the four outcomes:

- AO1 (a) an understanding of how the leisure industry views the customer (Knowledge, skills and understanding)
- AO4 (b) an evaluation of customer service, in the leisure industry, through acting as a 'mystery customer' (Evaluation)
- AO3 (c) an investigation into marketing activities used within the leisure industry. (Research and analysis)
- AO2 (d) the provision of customer service, dealing with a range of customers in different situations. (Application of knowledge, skills and understanding)

AO1 The majority of candidates were choosing appropriate leisure organisations and had researched a range of contrasting organisations. However candidates in one or two centres were still including high street shops and supermarkets as examples.

AO4 Most candidates had selected leisure facilities or organisations which provided opportunity to present a detailed description of the customer service as well as products and services. Many candidates had undertaken some preliminary secondary research and provided a plan which stated the aims and objectives of their visit.

AO3 Most candidates had included applied a range of leisure examples to support explanations of marketing theory and identified a range of marketing activities used by selected organisations.

AO2 Many candidates had presented evidence from work placements or part-time jobs. This evidence included observation/witness statements from both their work supervisor and the assessor. However some centres are still not monitoring candidates to ensuring that they select leisure organisations, and it is worrying that in some instances, where evidence was based on role-plays devised by the centre, candidates were given non-leisure scenarios.

Summary

In the majority of work moderated specification guidelines were followed and some excellent work was seen.

All four learning outcomes had been addressed and a high proportion of candidates were achieving the top end of the mark bands awarded.

In most cases the work was applied, and candidates included a range of appropriate examples from the leisure industry to support their explanations.

More candidates were demonstrating skills of analysis and evaluation. Candidates had used both primary and secondary research, although the majority of candidates used the internet as the main source for secondary research.

Assessment was generally consistent and accurate. However, it does appear that one or two centres were new to the Edexcel specifications for this unit.

Grade Boundaries

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<http://www.edexcel.com/iwant to/Pages/grade-boundaries.aspx>