



EXAMINERS' REPORTS

**LEVEL 1 / LEVEL 2 AWARD IN
EVENT OPERATIONS**

JANUARY 2021

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EVENT OPERATIONS

Level 1/2 Award

January 2021

THE EVENT INDUSTRY

General Comments

The exam paper offered two formats, an online question or paper based answer paper. The numbers this series were low due to the pandemic. There were 9 questions and 90 marks were available. The questions all related to the events industry and link directly to the specification.

It was pleasing to see that the paper catered for the full range of abilities. The majority of candidates attempted all questions and consequently they picked up marks across the exam paper.

There were some questions that were answered very well. For example, question 1c, 5a and 8c. However, some of the calculations did not perform well. It is important that candidates are able to calculate event payments covering profit, loss, sales and break-even points. Nearly all candidates attempted the analysis questions however, the level of analysis differed. The majority of candidates gave basic points rather than draw analytical judgements.

There were a few candidates that did not consider the question command or read the question properly. For example, question 7c, some candidates explained how to respond to health and safety risks which was assessed in question 7d.

Comments on individual questions

- Q.1**
- (a)** Nearly all candidates attempted this question and were able to calculate the correct breakeven figure.
 - (b)** Most candidates correctly selected 'arena' as their answer. Those that didn't selected 'restaurant' or 'local park'.
 - (c)** Many responses gave a justification and were applied to the question. Where incorrect venues were selected in Q1b) up to 2 marks were still available. Most responses focused on the size of an area and the fact that an event would not have to be cancelled if the weather was poor. Where marks were reduced it was due to responses having basic reasoning or simply describing what the facility offered. For example, *'An arena provides a large space to accommodate the 250-250 people so it will fit everyone'*.
 - (d)** A number of candidates ticked the correct answer.
 - (e)** Most candidates were able to pick up at least one mark. Those who provided detail or included two key aspects covered by public liability insurance received full marks. For example, *'If anybody gets hurt then the managers don't get sued and the persons health is looked after'*.

- Q.2 (a)** Most learners picked up at least 2 marks. Most identified two permissions although not all fully described each permission. Responses relating to either an entertainment or drinks license were the most popular.

Example of a basic response: *'Permission to play the music by the council'*.

A response that was awarded full marks as it provided a description of the permission. *'Council need a music license to be able to play music in the park'*.

- (b)** The majority of candidates were able to describe one activity involved in the organisation of the sandcastle event. There were a few responses which did not refer to organisation activities instead those which participants could partake in e.g. *'volleyball event'*. Marks were only awarded for descriptions of activities linked to the organisation of the event.
- (c)** Most candidates were able to select the best research method to establish where people attending the events come from.

- Q.3 (a)** Most candidates attempted the question and many did provide an explanation of how the hotel can minimise financial risks associated with the event. The explanations varied but overall tended to be limited in detail and or reasoning. There were a few candidates that did not focus on the actual question and explained why it is important to make a profit. For example, *'By making a profit they can pay off the function room'*.

- (b)** Most candidates were able to describe an indoor event. Some candidates simply stated an event so lost a mark. For example, *'dancing event'*.

This answer is description, painting a picture of the event. And was awarded full marks *'A fashion show event showing the newest design clothes on models'*.

- (c)** The responses to this question varied. Some candidates identified what is covered by event cancellation and abandonment insurance included rather than provide a description. A small few described holiday insurance or simply repeated the question terminology. For example, *'Event cancellation and abandonment insurance covers an event if it has to be cancelled'*.

- Q.4 (a)** Of all the Q4 calculation questions this performed the best. Many did get this calculation correct.

- (b)** A number calculated this question incorrectly.

- (c)** A number calculated this question incorrectly.

- (d)** It was great to see that nearly all candidates attempted this question. Where lower marks were awarded this was due to responses simply repeating the figures within the table. For example, *'...329 were very satisfied with staff friendliness...'* However, some did consider the figures and reached some conclusion demonstrating some analytical skills. For example, *'most people were satisfied with staff in this event as 626 picked the very satisfied option and 308 picked satisfied...'* Some candidates extended their analysis to draw some clear conclusions and did access higher marks.

- Q.5** (a) This question was answered very well. Some candidates considered the structure of their flyer and thought about the promotion element by using persuasive language. Few thought about the next steps to get people to book and a few did not draw out the location for the event.
- (b) Most candidates were able to give at least one other marketing activity. Some responses explained why the method was important rather than being a description.
- (c) Overall this question did not perform well. Few gained more than 1 or 2 marks. A number of candidate responses related to the role of the stall holder and or other activities that could be added to the event. For example, '*... they need to make sure that the food is right There could be more things like music*'.
- Q.6** (a) This question was generally well answered. Where 1 rather than 2 marks were awarded it was due to identifying rather than describing the term 'fundraising event' or simply stating an example of a fundraising event. For example, '*charity event*'.
- (b) Where candidates understood the role of a media organisation they answered the question well. However, some responses were very general or unclear. For example, '*to promote the fundraising event to get a wider range of customers*'.
- Q.7** (a) This question was well attempted and a range of marks were achieved. Most candidates achieved 2 or 3 marks. Where full marks were awarded each answer was described. For example, '*supplying a range of seafood like prawns for the event*'.
- (b) Nearly all candidates attempted this question which was good to see. The analysis varied although most responses were limited in detail and responses were brief. A few responses detailed what the event organisers should consider rather than how technical factors affect the success of the event.
- (c) Some candidates answered this question with responses that linked to Q7d) so did not achieve any marks. Where the question was answered correctly simple assessments were common. For example '*People could get sick*'.
- (d) Most candidates picked up some marks. Where full marks were not achieved it tended to be due lack of reasoning e.g. '*Introduce more security around the place*'.
- Q.8** (a) Most responses lacked reasoning and or detail. Some candidates did not consider pricing in relation to planning an event. For example, '*If it is a BBQ people will eat a lot so they won't make any money. If people don't come they will make a loss on the night*'.
- (b) Most candidates were able to provide a contingency plan. Many focused their response around having a gazebo. A few candidates gave answers that were not realistic and or responses relating to actions on the night rather than planned in the eventuality of rain. For example, '*hire a room in a hotel in case it rains so they can move all the guests there*'.

- (c) This question was well answered. Most were able to state two pieces of important customer information.
- Q.9** (a) Responses varied for this question. A number of candidate responses were linked to the benefits of cancellation insurance and therefore were not awarded marks. A few candidates did not attempt this question.
- (b) This question was poorly answered. Few candidates really considered the needs of groups and instead provided answers in relation to individuals. A number of responses were about specific customer requirements such as dietary requirements. Some responses described the process to establish customer requirements e.g. they described how questionnaires could be used to establish customer requirements. A few candidates did not attempt this question.
- (c) This question was answered better than Q9b) and a few candidates responses were detailed with clear reasoning. Many candidates considered that the customer was a wheelchair user and that the person had a nut allergy.

Summary of key points

1. Ensure that candidates are familiar with all the terminology used within the specification.
2. Make sure candidates are aware that they must read through the instructions prior to starting the exam.
3. Consider activities that can support candidates' understanding of the command words.
4. Consider techniques to support candidate's exam skills so that they clearly focus on the requirements of the paper. For example, highlighting key words, underlining command words, etc.
5. Consider exposing candidates to a range of event materials such as event data and event proposals.



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