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# **EXAMINERS' REPORTS**

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

**JANUARY 2022**

Grade boundary information for this subject is available on the WJEC public website at:  
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### **Annual Statistical Report**

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## EVENT OPERATIONS

### Level 1/2 Award

January 2022

## THE EVENT INDUSTRY

### General Comments

The exam paper offered two formats, an online question or paper-based answer paper. The numbers in 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 6, 7(a) and 9(c).

### Comments on individual questions

**Q.1 (a)** Nearly all candidates attempted this question. Most gained at least one mark. The descriptions differed in detail.

- Example of a basic response: '*Permission to use the land*'.
- Example of a good description: '*The Council must have permission from the land owner of the park to ensure that they are able to go ahead with the concert, and that the owner is happy for all plans to go ahead*'.

**(b)** Responses varied. On the whole most candidates had some knowledge about what public liability covers. Many of the answers linked to injury and or legal costs.

**Q.2 (a), (b), (c), (d), (e)** The calculation questions were answered well. Most candidates gained at least 3 marks.

**(f)** The majority of candidates described a suitable indoor event for the café. However, a few responses described an outdoor event, sporting activities or drinks that would be offered by the café. Where an appropriate activity was suggested the quality of the description did vary.

- Example of a basic response: '*Bingo event*'.
- Example of a good description: '*Valentine event with hearts around the cafe. They could have a special menu and play romantic music for couples*'.

- Q.3**
- (a)** There were some candidates who responded to the question with a solution rather than an assessment of the environmental risks of having the campfire event. Some candidates considered the risks in general or the risks to children rather than to the environment. The most common environmental risk was fire spreading.
  - (b)** A few candidates did not consider an environmental risk. Recommendations varied in detail but most who identified an environmental risk gained at least two marks.
  - (c)** Overall there was some good analysis. Most candidates utilised the information available and were able to draw conclusions. The better responses not only used the figures but also broke down different elements and considered what the effects would be of the scores of what may have caused the scoring. Where lower marks were awarded this was sometimes due to responses simply repeating the figures within the table.
- Q.4**
- (a)** Most candidates picked up some marks. Where full marks were not achieved it tended to be due to lack of clarity or detail. A few responses considered regulatory requirements in general rather than for participants under the age of 16. Some answers explained how to minimise any risks which was Q4 (e).
  - (b)** A significant number of candidates were able to correctly identify one permission required for the open water swim event. Landowner permission was the most common correct response.
  - (c)** Overall this question did perform quite well. For those who gained limited marks it tended to be due to a general response rather than applied to the information provided. It was a summer event yet a few candidates responses related to snow and freezing weather.
  - (d)** Many responses referred to drowning. Where higher marks were awarded the response was a good assessment and considered a number of risks. Overall many candidates answered this question well.
  - (e)** Most candidates gained some marks. A few answers were descriptive and therefore marks were restricted.
- Q.5**
- (a)** A significant number of candidates selected the correct hotel. A few selected Doubletree which did have the correct capacity, but the menus were more expensive. A few selected Crabwall Manor which doesn't have the capacity to accommodate all guests.
  - (b)** Most who answered (a) correctly were able to select two features. Where the answer was incorrect in (a), many still managed to gain 1 mark by identifying an appropriate feature.
  - (c)** Where the correct hotel was selected this question was generally well answered. Where lower marks were awarded it was due to the incorrect hotel or by simply restating the features given in 5(c).
  - (d)** Descriptions varied in quality. A few candidates confused cancellation insurance with postponement insurance.

- Q.6** Nearly all candidates attempted this question which was good to see. Most gained at least 2 marks and many were awarded full marks.
- Q.7**
- (a)** This question was well answered. The majority of candidates were able to describe the purpose of the event. Many gave a good response.
  - (b)** Some candidates responded by describing or identifying what should be included as part of the event. Those who read the question correctly gave a wide range of activities. Most gained at least two marks. Where description provided detail, higher marks were achieved.
  - (c)** Some candidates described what should be considered when planning an event rather than reasons why planning has an impact on the success of the event. Where higher marks were awarded the response was explanatory and considered the impact.
- Q.8**
- (a)** Most candidates attempted this question which was good to see for an analysis question. The analysis varied although a significant number were good. Where analysis was good the response often considered the effect to the shopkeepers of having the discount and how it would encourage repeat business. The majority of responses were concerned about the businesses losing money due to the discount.
  - (b)** Most candidates gave a good description of the marketing activities involved in the event. Where marks were not awarded it was generally due to responses simply repeating information provided in the stem of the question e.g. '10% discount'.
- Q.9**
- (a)** Candidates appeared to have a better understanding of how organisations work with one another compared to previous years. Most were able to explain why Dring Promotions needs to work with the hotel event organiser. Responses relating to communication and locating of equipment often appeared.
  - (b)** Most candidates gained at least one mark which linked to entertainment. The better responses were detailed e.g. *'Providing entertainment and making sure people have a fun night with the funfair and carnival games'*.
  - (c)** This question was answered well, and the majority of candidates gained full marks.
  - (d)** Most candidates were able to extract the key information and used it within the advert. A few wrote the content more like an email than an advert. Those who responded well used some great persuasive language.

## **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 briefs.



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