

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

SPORT AND PHYSICAL ACTIVITY



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Unit 21 January 2020 series

Version 1

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Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates. The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report. A full copy of the question paper can be downloaded from OCR.

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As a centre approved to offer our Cambridge Technicals qualifications, we wanted to let you know we have now published the [results awarded](#) for 2018/19 Level 2 and 3 Cambridge Technicals (2016 suite). This information is helpful in allowing you to compare your centre achievements alongside national outcomes.

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ExamBuilder

Remember to keep your eye on ExamBuilder as we continue to update the bank of questions post exam series in line with our past paper policy. Therefore, you can be assured that new assessment material will continually be fed into ExamBuilder on an annual basis.

Online post series external feedback

Keep an eye out for updates on our post series feedback on Exams for Cambridge Technicals Webinars available in the autumn term.

Paper Unit 21 series overview

The quality of scripts offered in response to the January 2020 Unit 21 The Business of Sport examination paper were of a higher standard than in June 2019.

Most candidates managed their time effectively with little evidence of candidates running out of time to complete the paper.

The recall-type questions and short answer questions in Section A were generally answered well and candidates scored accordingly. In comparison in Sections B and C of the paper where candidates are required to write extended answers, answers are still showing a lack of fluency in written communication and at times, they stray from the requirements of the question. However it must be noted that there was a significant improvement on both sections in comparison to June 2019.

Candidates performed less well on questions that demanded the application of knowledge or the candidates needed to give supporting examples. For example, In question 16b the candidates were asked to explain with examples how clubs will use customer attraction and retention techniques to grow their business. This proved to be challenging, not because of the knowledge required but because candidates did not use examples to support their knowledge.

At times a lack of clearly expressed knowledge was an issue, leading to 'NBD' (No Benefit of the Doubt) being indicated on responses. This was particularly evident with Question 16c where candidates were asked to provide examples from the sports development continuum in relation to how the business could show good community links.

If candidates require extra space for their answers centres are asked to remind candidates to use extra booklets for their answers, rather than write down the sides of the answer booklet or in other ways, which potentially make the response difficult to read and therefore mark.

Section A overview

The questions in this section were well answered and candidate's showed good knowledge of the topics covered in the questions.

Question 1

- 1 Complete the statements below about the commercialisation of sport using appropriate terms from the word bank provided.

governing bodies debt fans coverage media
 loans interest sponsors revenue players

A positive impact of commercialisation could be increased _____
 to invest in sport. A negative impact of commercialisation could be an increased disconnect
 between _____ and _____ .

While commercialisation can help sports to develop, there is also a risk that changes are
 made to satisfy _____ or the _____
 rather than because they are good for the sport.

[5]

The majority of candidates answered this question very well and showed a good understanding of commercialisation. Most candidates scored at least three or four marks on this question and where candidates did not score full marks this was because they were unaware that increased revenue was a positive impact of commercialisation.

Question 2

- 2 Identify **two** characteristics of voluntary sector businesses which are different to those of any other business sector.

1

2

[2]

This question was well answered and candidates often scored full marks. Candidates showed that they had a good basic knowledge of the characteristics of voluntary sector businesses in comparison to other business sectors.

Question 3

3 Give an example of a sports nutrition business.

.....[1]

This was a well answered question with typical answers to this question using examples such as 'maximuscle' or 'my protein' or 'science in sport'.

Question 4

4 Identify **three** reasons why sports businesses use volunteers.

- 1
 - 2
 - 3
- [3]

This was in the main a well answered question and many candidates scored full marks. Candidates showed that they had a good knowledge of why sports businesses use volunteers. Responses covered all answers on the mark scheme. However where candidates did not score maximum marks this was often because they simply wrote cost as one of the reasons, this was too vague and required greater clarification in that there would be no cost when using volunteers or that volunteers are free, cost as a one word answer was not acceptable.

Question 5

5 Describe a benefit of using long-term volunteers rather than short-term or one-off volunteers.

.....
.....
.....[1]

This was a very straightforward question and many candidates were able to describe a benefit of using long term volunteers rather than short term volunteers. Typical answers included they were more experienced, they could build relationships with the customers or they could be trained.

Question 8

8 Draw a line to link the example of a job to the correct contract type.

A professional football player	Seasonal
Working on a beach, hiring out deckchairs and inflatable toys	Voluntary
Working as a timekeeper at a Parkrun	Contracted

[3]

This was probably the best-answered question on the paper and showed that candidates had an excellent understanding of the different types of contract that are available to employees. The majority of candidates scored the maximum of three marks on this question.

Question 9

9 The statements below relate to the definition of Corporate Social Responsibility (CSR). State whether they are True or False by circling the correct answer.

- CSR is where a business does not consider the impact its activity has on society. True / False

- CSR is where a business contributes to sustainable development. True / False

[2]

This question was very well answered. candidates showed that they had a good understanding of Corporate Social Responsibility (CSR).

Question 10

10 Identify **two** ways that a potential Olympic athlete might use the funding they receive.

1

2

[2]

In the main, this question was answered well, candidates were able to identify two ways that a potential Olympic might use funding they receive and so were able to access maximum marks. However a significant number of candidates wrote as their two answers 'for new equipment and facilities' and this only enabled them to access one mark for new equipment. In relation to the facilities candidates needed to write that they could **access** better facilities. Moving forward centres need to make sure that candidates answer the question specifically rather than with generic answers from the specification.

Question 11

11 Describe **one** way that sport has changed to make it more suitable for television coverage.

.....

.....[1]

This appeared to be a straightforward question, however it was poorly answered by candidates. Many candidates gave 'changing the kick off/start time' as a way that sport has changed. However this does not answer the question. It is asking for a way that sport has changed to make it more suitable so for example rules have changed (the pass back rule in football), or there have been changes to the format (twenty 20 cricket) or technology has been introduced (VAR).

Question 12

- 12 How a sports business treats its customers can depend on whether it is following a strategy of 'transaction marketing' or of 'relationship marketing'.

Complete the table below showing how a sports business would treat the characteristics of 'time' and 'customer service' depending on their strategy. An example has been done for you.

Characteristic	Transaction Marketing	Relationship Marketing
Organisational goal	Make the sale	Retain customers
Time		
Customer service		

[4]

This question had a mixed response showing that some centres appeared to have really taught this area very much in line with the teaching content, and candidates answers followed the exact wording of the mark scheme, short/long term and low/high importance. However, weaker answers showed limited knowledge of transaction and relationship marketing and answers were often in vague terms.

Section C overview

This section of the paper still remains the weakest on the paper, however there was an improvement on past papers. Candidates' knowledge of the topics was in the main sound but many of their answers require greater depth and detail to access the higher marks.

New York Rugby League: RFL considers US team and relocation of Hemel Stags

The Rugby Football League (RFL) is the governing body for professional Rugby League in England. Rugby League is the other main 'code' of Rugby which is played, alongside Rugby Union.

The RFL operates a five-tier league system and is responsible for running the top three professional divisions (Super League, Championship and League One) as well as the National Conference League and various leagues below that.

The RFL also runs two cup competitions for professional clubs and is involved with the organisation of the World Club Challenge and World Club Series.

Hemel Stags, based in Hertfordshire in the UK, withdrew from the League One division in 2018.

Applications to establish a new club in the US city of New York and relocate Hemel Stags are being considered by the Rugby Football League board.

The board, which has previously granted a licence to Canada-based Toronto Wolfpack, believes the proposals will "help deliver the RFL's vision". Hemel withdrew from League One last year, but retained an RFL licence. And it has been confirmed that the club's holding company has been taken over by a Canadian consortium.

An RFL statement said the New York and Hemel applications were "at different stages, but a degree of further due diligence and assessment is required on both to ensure that the financial and business plans presented are deliverable". New York consortium representative Ricky Wilby said: "We're grateful to the board of the RFL for considering our application and thankful it is deemed strong enough to present to the clubs. Hopefully this will be the first step towards getting the franchise off the ground."

Toronto's introduction into the game's structure broke new ground for Rugby League, which already had a continental horizon with French clubs Catalans Dragons and Toulouse included. Under the terms of their place in the league, the Wolfpack do not qualify for central funding, so owner David Argyle is wholly responsible for financing the venture, including covering travel costs for member clubs. Rugby League already has a place in the American sports landscape, with teams in Boston, Jacksonville, Brooklyn and New York itself.

Analysis

Eric Perez, the man who was behind the creation of the Toronto Wolfpack, is believed to be behind the bid to relocate League One side Hemel Stags. He has previously suggested either Hamilton in Canada or Boston, USA, as possible locations. The New York bid comes from a separate consortium and has been in the ether for over 12 months but both still have a lot of hurdles to clear. Both will inevitably see Super League as the ultimate goal - but there is currently a huge question mark hanging over the Super League clubs' appetite for this kind of overseas expansion.

<https://www.bbc.co.uk/sport/rugby-league/47613770>

The man behind the bid to establish a professional rugby league club in New York is confident he can win the support of clubs.

Huddersfield entrepreneur Ricky Wilby, who represents a consortium of UK and US-based businessmen, lodged a business plan with the Rugby Football League 18 months ago and that will now be put to Championship and League One clubs.

The RFL is also considering a move by Toronto founder Eric Perez to relocate Hemel Stags to North America following his successful takeover of the former League One club.

Both Wilby and Perez have ambitions to reach Super League with their clubs but are content to enter at League One level, as Toronto did so successfully in 2017, and hope to make the start line in 2020.

An RFL delegation, led by former chief executive Nigel Wood, visited New York in January 2018 and submitted reports to the governing body. New York intend to stage matches at the Red Bull Arena, home of Major League Soccer club New York Red Bulls, and have promised to cover all travel and hotel costs of the away teams.

Wilby says the consortium has received pledges of support from the mayor of Harrison, the district of New Jersey which includes the Red Bull Arena, and have lucrative sponsorship deals lined up. He revealed the first task on getting the green light would be to appoint a head coach who has already been lined up.

Bob Brown, Hemel's founder and chairman, confirmed that ownership of Hemel Stags (2016) Ltd, the company that operates the Betfred League One team, has been acquired by a Canadian consortium but will not impact on the Stags community club at Pennine Way.

<https://www.nwemail.co.uk/sport/17513327.new-york-rugby-league-bid-chief-ricky-wilby-confident-of-winning-championship-and-league-one-clubs-round/>

Question 16 (a)

16 The bosses of Super League are keen to expand the game across the Atlantic. There is already one team, the Toronto Wolfpack, playing professional Rugby League in England.

(a)* Analyse the different sources of funding likely to be available for any Super League teams based in the USA and Canada, and describe possible ways the teams could use the funding.

[8]

This eight-mark question is marked using a levels response mark scheme; examiners use the levels descriptors and indicative content in the mark scheme to reach a holistic judgement about the level within which the response should sit and award a mark within that level accordingly.

This question was in the main not very well answered. Many of the candidates were only able to provide a Level 1/Low Level 2 answer and very few were able to access Level 3. The question was in two parts, it first asked candidates to analyse the different sources of funding and in the second part it then asked them to describe the possible ways that they could use the funding. In relation to the first part of the question the majority of candidate responses did not consider enough possible funding options and if they did consider a number of options then these were not developed and analysed in detail. The second part of the question was answered slightly better with a number of ways the team could use the funding identified but again candidate responses often lacked detail to access the higher levels as there was no depth to their answer. The best answers structured their response so that they included a detailed analysis of the sources of funding, which was then supported by a detailed description of how and what they could use this funding on. The weakest answers were brief and list-like.

Question 16 (c) (i)

- (c) (i) Any RFL clubs which relocate will need to find ways to become part of the community in the new place where they are based.

For each level of the sports development continuum, give an example of how a club which has relocated could do this.

Foundation:.....

.....

Participation:.....

.....

Performance:.....

.....

Excellence:.....

.....

[4]

The answers to this question were probably the weakest on the exam paper. Many candidates did not realise that this was a synoptic link to Unit 3 and so the examples given by the candidates were often vague and did not answer the question. Only a small minority of candidates were able to access maximum marks on this question.

Moving forwards centre need to make students aware that the Unit 21 exam paper will contain questions that have a synoptic link to other units within the syllabus and that they need to be prepared for this.

Question 16 (c) (ii)

- (ii) Describe **three** specific benefits to the club of sports development activities of this kind.

.....

.....

.....

.....

.....

.....

[3]

When answering this question, candidates showed good knowledge of the sports development benefits and many candidates were able to access full marks. Where lower marks were achieved this was often because candidates did not give three benefits in their description.

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