

Wednesday 14 June 2023 – Afternoon

Level 3 Cambridge Technical in Sport and Physical Activity

05872 Unit 21: The business of sport

Time allowed: 1 hour 30 minutes

C404/2306



No extra materials are needed.



Please write clearly in black ink. **Do not write in the barcodes.**

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

D	D	M	M	Y	Y	Y	Y
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INSTRUCTIONS

- Use black ink. You can use an HB pencil, but only for graphs and diagrams.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- Answer **all** the questions.

INFORMATION

- The total mark for this paper is **70**.
- The marks for each question are shown in brackets [].
- Quality of written communication will be assessed in questions marked with an asterisk (*).
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

Section A

1 Identify **three** methods that a sports business might use to attract customers.

- 1
- 2
- 3

[3]

2 Name **a** type of contract that might be used for the employment of staff in sports businesses.

..... [1]

3 Which **two** of the following statements below are benefits of retaining staff to an organisation?

Tick (✓) the boxes next to the **two** correct responses.

Having job security

Job satisfaction

Lower recruitment and training costs

Staff will get to know the customers

[2]

4 Identify **two** roles that a volunteer might undertake at a village sports day.

1

2

[2]

5 Suggest **one** potential barrier that sports businesses face when training volunteers.

..... [1]

6 Outline **three** ways that Corporate Social Responsibility (CSR) is important to sports businesses.

1

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2

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3

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[3]

7 Identify **four** ways that sports businesses can show sustainability.

1

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2

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3

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4

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[4]

8 When a sports business applies for funding, describe how they would show that they meet funding body criteria.

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[3]

9 Name **two** sports equipment manufacturers.

1

2 [2]

10 Describe a positive and a negative impact that the mass media could have on a sports business.

Positive impact

.....

Negative impact

..... [2]

11 Identify **three** public sector organisations involved in sport in the UK.

1

2

3 [3]

12 Providing education is one role of a public sector sports organisation.
Give **four** other roles and responsibilities of sports organisations in the UK.

1

2

3

4 [4]

Section B

13 Retention of staff is very important for sports businesses.

Outline the methods that might be used to retain staff in sports businesses.

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..... [5]

14 Describe the different ways that a private sector sports business can measure its success.

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..... [5]

Section C

The Rise of YouTube Boxing Superstars

In 2019, the British YouTuber, KSI, and the American YouTuber, Logan Paul fought in a pay-per-view boxing match for the second time, after their first fight a few months earlier was judged to be a draw. The ‘YouTube World Championship’ as it was known, enabled both fighters to make huge amounts of money. KSI, Logan Paul and his brother, also a YouTuber, have almost 55 million YouTube subscribers between them.

There were several ways in which the fight was watched. Approximately 5 million people watched it for free on the streaming platform ‘Twitch’. A million people paid about £10 each for the official pay-per-view, bringing in £10 million for an amateur boxing fight. There was a sell-out crowd of 21,000 fans who attended the fight live in the Manchester Arena with ticket prices ranging from £80 to £495. Both fighters made enormous sums of money from the fight.

Manchester Arena’s ring was covered with advertising from brands and products, including sports retailers Footasylum and Rumble League, men’s lifestyle brand HAUK, online gambling company MansionBet, and custom gaming controller company SCUF Gaming. KSI was wearing Footasylum branded shorts at the weigh-in before the fight, and Jake Paul used the fight to launch his new merchandise company called RNBO, which stands for ‘Rise n’ Be Original’.

Jake Paul, 23, is one of the most popular and controversial YouTube stars, and he recently won a boxing match with a knockout against a former NBA basketball superstar in front of millions of paying subscribers who paid \$5 to stream it. Former heavyweight world champion Mike Tyson said that the boxing industry owes YouTube boxers like Paul respect for keeping “boxing alive”. He added that boxing is coming back thanks to these YouTube boxers with huge numbers of subscribers. Jake Paul has recently been registered as a professional boxer, so his transition from a social media amateur to ‘proper’ boxer is complete.

<https://www.tubefilter.com/2018/08/27/logan-paul-ksi-boxing-match-money/>
<https://www.insider.com/jake-paul-boxing-history-career-record-when-how-long-fight-2020-11>

17 (a)* Explain how boxing has become commercialised, and how the rise of YouTube athletes has helped to enhance this. Use the case study to support your answers.

[8]

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ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 16 or 17(a)*.

A vertical line on the left side of the page is followed by 25 horizontal dotted lines, providing a ruled area for writing answers.

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A series of horizontal dotted lines for writing, spanning the width of the page.



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