

## Friday 19 January 2024 – Morning

### Level 3 Cambridge Technical in Sport and Physical Activity

05872 Unit 21: The business of sport

Time allowed: 1 hour 30 minutes

C404/2401



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)

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Last name

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Date of birth

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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 page 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** Which **one** of the following is **not** a type of contract?  
Put a tick (✓) in the box next to the correct response.

- Occasional
- Permanent
- Seasonal
- Temporary

[1]

**2** Identify **three** uses for funding obtained by an amateur football club.

- 1 .....
- 2 .....
- 3 .....

[3]

**3** Describe **one** positive impact and **one** negative impact of the mass media on a professional sports club.

- Positive .....
- .....
- .....
- Negative .....
- .....
- .....

[2]

- 4 Circle the correct answer to indicate if each of the following is a target group in sport and physical activity.

People with disabilities **True / False**

Elite performers **True / False**

Over 50s **True / False**

Physically inactive people **True / False**

[4]

- 5 Name **five** different types of private sector business.

1 .....

2 .....

3 .....

4 .....

5 .....

[5]

- 6 Name a sports business in the following organisation types.

National organisation: .....

Global organisation: .....

[2]

- 7 Which **three** of the following are reasons why sports businesses use volunteers?

Circle the **three** correct responses from the table below.

Administration	Advocacy
Cost	Employability
Exploitation	Meeting objectives

[3]

- 8 One role of a volunteer could be event support staff.

Give an example of **one** job that this role might involve. Outline **two** training requirements for a volunteer acting as event support staff.

Event support staff: .....

Training:

1 .....

2 .....

[3]

- 9 What does the letter 'E' stand for in a P.E.S.T. analysis?

..... [1]

- 10 The impact of sports development can be measured by different methods.

Circle the correct method of measuring for each aspect.

Aspect	Method of measurement
Measuring impact on performance	Weight loss
	Club marks
	Uptake of NGB schemes
Measuring impact on participation	Surveys
	Meeting social needs
	Public awareness
Measuring impact on local community	Benchmarks
	Decreasing obesity levels
	Self-assessment

[3]

11 What do the letters 'O' and 'T' stand for in a S.W.O.T. analysis?

O - .....

T - .....

[2]

12 Name **one** part of the internal environment of a sports business.

..... [1]

**Section B**

**13** There are many examples of corruption in sport.

Give an example of corruption under each of the following headings:

Cheating .....

.....

.....

Match fixing .....

.....

.....

Doping .....

.....

.....

Breaking financial regulations .....

.....

.....

Bribes and kickbacks .....

.....

.....

**[5]**

14 Describe how the following are involved in granting funding to sporting organisations:

Government/DCMS .....

.....

.....

UK Sport .....

.....

.....

NGBs .....

.....

.....

Local Government .....

.....

.....

Sports businesses .....

.....

.....

**[5]**







## Section C

### **‘Premiership rugby won’t survive another lockdown’ warns Bristol Bears head coach Pat Lam**

Bristol Bears are one of twelve teams that play rugby in the English Premier League.

Premiership rugby clubs took £88 million in government loans to get them through the winter of 2020 and cannot afford any more loss of income due to Covid.

Pat Lam, the head coach at the supposedly mega-rich Bristol Bears, says he fears for the future of the Premiership. When asked if the league would survive another government lockdown, Lam said: “I don’t think so. People look at us and think ‘they have got Steve Lansdown, a billionaire [as owner]’. But what people tend to forget is we don’t have what Steve is worth. Steve has spent close to £80 million of his own money into Bristol Bears, and that is a lot of money.

“As a team, we have brought in a lot of revenue and our revenue has gone up. But as far as central funding from the RFU and TV deals, these have been massively affected.” According to the Rugby Football Union (RFU), England’s Premiership clubs lost around £90 m in 2017 and 2018, pre-pandemic, due to increasing players’ wages not being covered by ticketing and TV money. Then clubs took £88 million in government loans to get them through the winter of 2021 (mid-pandemic), while central funding from the RFU also dropped.

In December of 2021 clubs faced the rising numbers of Covid cases and the government action was to reduce or ban crowds from sporting events.

The London mayor Sadiq Khan said if crowds were banned, London would be undergoing a “major incident”. London is home to Saracens, who would expect a crowd of close to 10 000 for the visit of Worcester, and Harlequins, who were hoping for upwards of 70 000 for the men’s and women’s double-header Big Game at Twickenham the following day.

Luckily for London these matches went ahead, but in Wales, the Welsh government slammed the doors shut on sports crowds, to reduce the number of Covid cases, meaning the popular Boxing Day match, Cardiff v Scarlets did not have any fans present in the stadium. This not only had a substantial impact on the rugby clubs, but also local business, such as restaurants and pubs, who rely on match day income to survive.

The impact of the loss of revenue on Premiership rugby has meant that the RFU have put further restrictions on the amount of money clubs are allowed to spend on player salaries, reducing the salary cap and reducing the amount of star players they are allowed.

Rugby managers such as Pat Lam are worried that the reduction of the salary cap means that star players will move to other countries to play, such as France or Japan. This will have a negative impact on the quality of the rugby being played here and make it less likely fans will want to pay to watch the games both live and on TV.

Source: <https://inews.co.uk/sport/rugby-union/premiership-rugby-lockdown-uk-government-covid-omicron-pat-lam-bristol-bears-1363760>

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(a)\* The COVID-19 pandemic highlighted that all types of sports businesses are vulnerable to change. The pandemic also highlighted the importance of commercialisation and the positive impact it can have on sports businesses.

Using examples from the case study, and thinking specifically about recovering from a negative situation like a pandemic, analyse the importance of commercialisation to sports businesses.

[8]

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**EXTRA ANSWER SPACE**

If you need extra space use this lined page. You must write the question numbers clearly in the margin.

Lined area for writing answers, consisting of horizontal dotted lines.



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