

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

SPORT AND PHYSICAL ACTIVITY

05826–05829, 05872

Unit 21 Summer 2024 series

Contents

Introduction	3
Unit 21 series overview	4
Section A overview	5
Question 1	5
Question 2	5
Question 3	6
Question 4	6
Question 5	7
Question 6	7
Question 7	8
Question 8	9
Question 9	10
Question 10	10
Question 11	11
Question 12	12
Section B overview	13
Question 13 (a)	13
Question 13 (b)	14
Question 14 (a)	15
Question 14 (b)	15
Question 15	16
Section C overview	17
Question 16	17
Question 17	18
Question 18*	19

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. A selection of candidate answers is also provided. 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 and the mark scheme can be downloaded from OCR.

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Unit 21 series overview

The quality of scripts offered for the June 2024 series Unit 21 The Business of Sport examination were of a similar standard to January 2024.

The majority of candidates managed their time well and there was little evidence of them running out of time to complete the paper.

The recall-type questions and short response questions in Section A were answered well by the majority of candidates. The level of knowledge and understanding shown was, on the whole, well developed and many candidates were able to score well on most of the questions. An exception to this was Question 8, where some candidates were vague in their responses and did not specify the examples or descriptions offered in clear enough terms. In contrast to the previous series, candidates did not perform as well on Sections B and C, where they were required to write extended responses and show an ability to apply their knowledge and understanding of the syllabus in greater depth. They performed particularly poorly on Question 17, where very few seemed to understand the requirements of the question. As a result, most candidates did not score on this question, which was worth 6 marks. While most candidates did score on Question 18, the levels question, the majority of them were within mark band 1 or the bottom to middle of mark band 2.

Candidates who did well on this paper generally:	Candidates who did less well on this paper generally:
<ul style="list-style-type: none"> attempted all of the questions gave the required number of responses, for example, four responses for a 4-mark question provided relevant and accurate practical examples for the questions that required them to do so used the correct terminology from the syllabus when addressing questions on sources of funding for sports businesses, types of environments and ways to measure success had good knowledge of Corporate Social Responsibility (CSR) and the impact of commercialisation when answering the questions in Section C wrote in clear and concise terms, expressing sound knowledge across most questions. 	<ul style="list-style-type: none"> did not answer all of the questions had a lack of detail in their responses did not use the correct subject specific terminology gave too few points for the marks available for that question. They also often repeated points in responses rather than making separate, distinct points in relation to the question set for the extended answer levels question, they did not address both the positive and negative impacts of commercialisation on sports businesses such as Formula 1; moreover, they did not provide relevant examples to support the points they had made.

Section A overview

The recall-type questions and short response questions in Section A were, in the most part, answered well and candidates scored accordingly. In general, they showed a good understanding of the sources of funding obtained by private businesses, methods by which success can be measured and the ways that corruption can occur in sport. However, some candidates struggled to identify and describe examples of short- and long-term volunteers in sport. Moreover, their knowledge on why commercialisation has developed in sport was not as secure as some of the other areas addressed in this section.

Question 1

- 1 A local authority swimming pool is an example of the voluntary sector - true or false?

Put a tick (✓) in the box next to the correct answer.

True

☐

False

☐

[1]

This question was answered well by most candidates.

Question 2

- 2 Which **one** of the following characteristics is **not** typically associated with the private sector?

Put a tick (✓) in the box next to the correct answer.

Aims to increase inclusion

☐

Is funded by private investment

☐

Is profit driven

☐

Targets groups with a high disposable income

☐

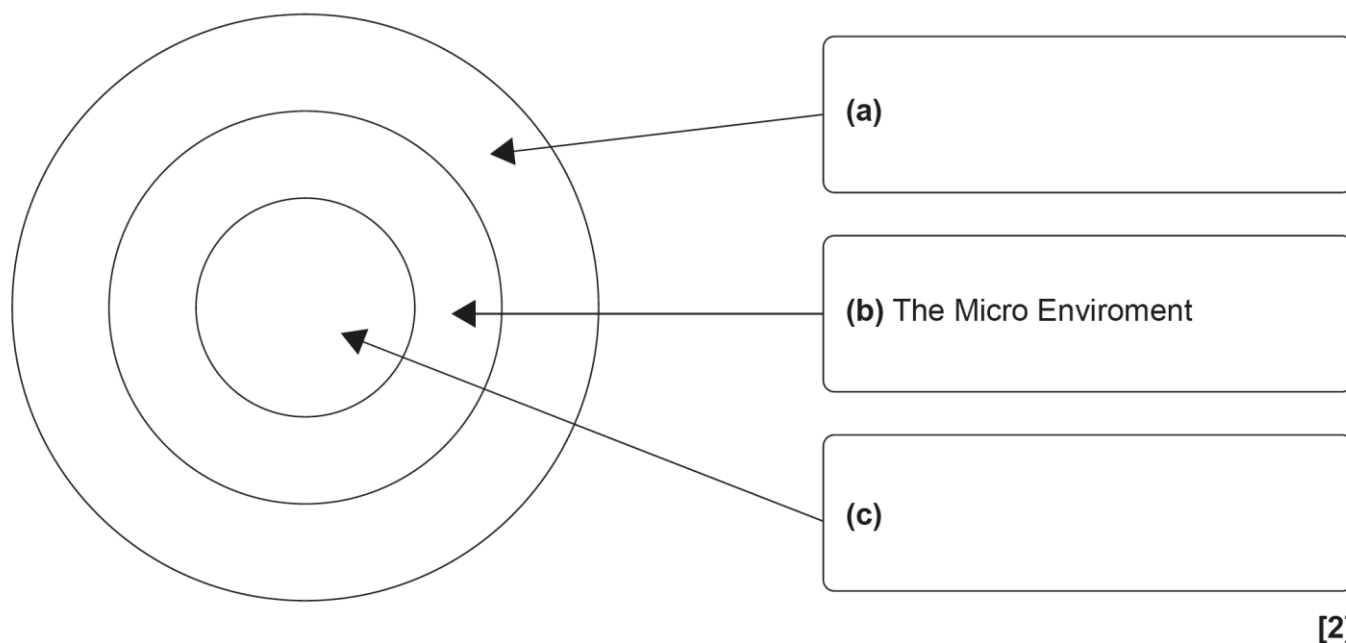
[1]

The vast majority of candidates answered this question correctly.

Question 3

3 The business environment is made up of three elements.

Complete the diagram below by labelling the **two** remaining environments.



This question had a stronger response from many candidates. However, there were some who put the correct responses in the wrong boxes, e.g. 'internal' for (a) and 'macro' for (c).

Question 4

4 Sports businesses can be funded by sponsorship.

Describe sponsorship.

.....

.....

.....

..... [2]

This was a 2-mark question, and it was clear that stronger candidates were aware of this in the way they responded, primarily by using at least two sentences with different points in each. Most candidates knew what sponsorship was, but some limited the possibility of gaining both marks by only making one point, or essentially repeating the same point twice.

Question 5

- 5 Other than sponsorship, identify **three** ways in which sports businesses in the private sector can be funded.

1

2

3

[3]

Many candidates answered this question well and the knowledge shown was often secure. 'Sales', 'loans' and 'membership fees' were common responses but all of the possible options on the mark scheme were evident. Some candidates cited 'National Lottery' and 'fundraising events', which were incorrect as the stem of the question identifies sports businesses in the private sector.

Question 6

- 6 Funding can be used for a number of things including initiatives for increasing participation. Identify **two** initiatives for increasing participation.

Initiative 1:

Initiative 2:

[2]

This question was answered well by the majority of candidates. The most popular responses provided were 'This Girl Can' and 'Couch to 5k'. Some candidates did not understand the requirements of the question and responded in general terms about increasing participation and why this is important.

Question 7

- 7 Run, Run, Run is an independent sports retailer specialising in selling running clothing and equipment.

Identify and explain **two** ways in which a sport business such as Run, Run, Run could measure its success.

Method 1

Explanation

.....

.....

.....

Method 2

Explanation

.....

.....

.....

[4]

This question required candidates to identify ways that sports businesses can measure success and then explain how this can be achieved. Those candidates who achieved full marks had good knowledge of the course content and were able to use the correct terminology for the method and explanation. However, some candidates were not able to identify the methods but did still manage to provide an explanation that was worthy of credit.

Question 8

8 Volunteers in sport can be long-term, short-term and one-off.

Using examples, describe long-term and short-term volunteers.

Long-term Volunteer:

Example

Description

.....

.....

.....

Short-term Volunteer:

Example

Description

.....

.....

.....

[4]

There was a mixed response to this question, with many candidates providing explanations that were too general and not specific enough to achieve credit. The descriptions needed to have a definite time frame to score marks, but many candidates repeated the wording in the stem of the question or were vague in their explanation.

Exemplar 1

Description Long term volunteers are needed for longer
periods of time, for events that go on.
for

This example is indicative of the types of responses that were commonly made by candidates as it is not clear from phrases such as 'longer periods of time' what the actual time frame is. Moreover, the word 'long-term' is in the stem of the question so a definitive measure, such as a 'year' or 'six or more months', is required here to gain credit.

Question 9

9 Identify **four** reasons why organisations may choose to use volunteers.

- 1
- 2
- 3
- 4

[4]

There was generally a sound response from most candidates to this question. Many were able to highlight how using volunteers avoids legal/contract issues and can improve the reputation of the organisation.

Misconception



Many candidates did not achieve the mark under point 2 of the mark scheme – cost/cost effective – because they identified volunteers as being ‘free’ or coming at ‘no cost’.

Question 10

10 Describe the term ‘commercialisation’ in relation to sport.

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

Of those candidates who scored the mark for this question, the most common responses were linked to making a profit, the introduction of sponsorship or the move from amateur to professional. Some of the available points on the mark scheme were not provided at all by candidates, which suggests that the breadth of knowledge displayed by candidates could be more developed.

Question 11

11 Identify **four** reasons why commercialisation has developed in sport.

- 1
- 2
- 3
- 4

[4]

There was a mixed response to this question. Many candidates were able to identify an increase in revenue, the impact of mass media and sponsorship opportunities as reasons why commercialisation has developed in sport. However, a significant number did not provide enough responses to be able to achieve the maximum number of marks available for this question.

Assessment for learning



It is vital that centres make sure candidates are able to give both breadth and depth to their answers in order to access all the marks on these questions. Although the question was worth 4 marks and the required number of responses was clearly identified in the space available for candidates to write their answer, some only provided one or two responses so therefore limited the maximum number of marks they could achieve.

Question 12

12 Identify **two** ways in which corruption can occur in sport.

1

.....

2

.....

[2]

This question had a stronger response from the majority of candidates. The most common responses were 'cheating', 'match fixing' and 'doping'. Although it was not required in this instance, many candidates went on to explain the type of corruption and some even provided practical examples from the world of sport.

Section B overview

In general, candidates performed well in this section. It was clear that many had good subject knowledge on the importance of retaining experienced staff and the difference between national and international businesses. The slight exception to this was Question 14a on how National Governing Bodies can support local businesses. Many candidates were only able to identify one way in which support could be offered. They were not as secure in their knowledge of this area in comparison to the other questions in Section B. The marks scored reflected this and the number of candidates who achieved the full complement available was often lower than on the other questions.

Question 13 (a)

- 13** Overhang is an indoor climbing wall centre and an example of a local business within the UK. It is an Olympic-standard facility, suitable for competitions. Overhang relies on experienced staff to run its centres and uses various methods to retain staff.

- (a)** Describe the benefits of retaining experienced staff.

.....

.....

.....

.....

.....

..... **[5]**

This question was answered well by candidates. There was a good spread of responses from those available on the mark scheme and many candidates were able to provide benefits for the organisation, the customer, and the staff member. However, some candidates provided explanations that were too generic and, as such, did not achieve credit. Common examples of this were when candidates described the environment as being 'safe' or 'comfortable' for the customer but did not link this to a point on the mark scheme that would explain why this was the case.

Question 13 (b)

(b) Discuss the advantages to Overhang of offering permanent contracts to new staff.

.....

.....

.....

.....

.....

..... [5]

While most candidates managed to score on this question, a significant number were not able to achieve the maximum available as they did not provide enough separate points. Links to staff 'working harder' due to having 'job security' and 'improved teamwork' were commonly cited by candidates as advantages to local businesses for offering staff permanent contracts.

Question 14 (a)

14

(a) State **three** reasons why Overhang might need support from its UK National Governing Body.

.....

.....

.....

.....

.....

..... [3]

There was a mixed response to this question from candidates. Most were able to identify how National Governing Bodies can help to find 'funding' for local businesses, but many struggled to provide any extra examples beyond this. Many responses were generic and referred to 'sports development' or 'help increase participation' but without explaining how National Governing Bodies could support these.

Question 14 (b)

(b) Identify **two** sports organisations, other than the National Governing Body, that Overhang might work with.

1

2

[2]

This question had a strong response from most candidates, and many achieved full marks. Common examples provided were 'UK Sport' and 'Sport England'.

Question 15

- 15** Using examples, compare how the structure of a national business differs to that of an international business.

.....

.....

.....

.....

.....

..... [5]

It was clear that candidates had on the whole, a good understanding of the differing structures of national and international businesses. Many achieved the sub-max of 3 marks for this section of the response and, quite often, then went on to provide a number of extra, credit worthy points that could not be given due to reaching the limit available. There were a notable number of candidates who did not provide any examples of national or international businesses.

Assessment for learning



Candidates must be familiar with the rubric of questions. Where it is stated in the stem that examples must be provided, they must make sure they respond in a manner that will allow them to access the full range of marks that are available.

Section C overview

There was a mixed response to this section from candidates and it continues to be the most challenging part of the examination. Question 17, about the ways in which sports businesses could be both economically viable and leave a lasting legacy, was answered particularly poorly by candidates. Many did not access any of the 6 marks that were available. Candidate knowledge of Corporate Social Responsibility (CSR) was much stronger in comparison, and many were able to apply this to good effect when identifying why sports organisations need to consider it. While most candidates were able to score on Question 18, the levels marked question, there were very few who accessed Level 3. This was often down to them only focusing on the positive impacts of commercialisation and failing to address the negative aspects. Moreover, many candidates were not able to provide practical examples to support the points they had made. These are essential in order to access the top of Level 2 and into Level 3.

Question 16

- 16** Describe why sports organisations such as Formula 1 (F1) racing teams need to consider Corporate Social Responsibility (CSR).

[6]

Many candidates answered this question well. The way CSR can improve the reputation of the organisation, give access to funding and/or sponsorship opportunities and the ways in which it can be used as a marketing tool to increase fan base, were all popular responses provided by candidates. It was evident, again, that some candidates did not provide enough individual points in order to achieve the full quota of marks available, thus limiting the maximum number that could be gained.

Question 17

17 Sustainability is becoming more important in sport.

Explain how sports businesses such as those in Formula 1 (F1) can be both economically viable and create a lasting legacy.

Use examples to support your explanation.

Remain economically viable

.....

.....

.....

.....

.....

Create a lasting legacy

.....

.....

.....

.....

.....

[6]

This question had a weaker response from the majority of candidates, with most failing to score any marks. For the first section of the question, many candidates were either confused by the meaning of 'economically' or did not know what it was referring to. There were many responses, such as the one shown in Exemplar 2, that focused on environmental or sustainable approaches that sports businesses, such as Formula 1, could make but these were then not linked to any economic or financial aspects. The majority of responses for the second section were generic in nature and did not discuss specific ways in which a lasting legacy could be created.

Exemplar 2

Remain economically viable in ways they could be economically
responsible could be from considering CSR and
reducing the amount of carbon emissions they
release during the race and during the
manufacturing process

Question 18*

18* As a sport, Formula 1 (F1) is subject to commercialisation.

Discuss how commercialisation impacts on sports such as Formula 1.

[8]

This 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.

Many candidates did not answer this question well and were only able to provide a Level 1 or bottom of Level 2 response, with just a minority able to access Level 3. The question required candidates to discuss how commercialisation impacts on sports such as Formula 1.

Many were able to identify one or two ways in which commercialisation can benefit a sports business but too often these points were not expanded on in enough depth and detail, or in some cases, at all. The positive impacts, particularly those linked to increased revenue and sponsorship opportunities, were commonly referenced by candidates. Some were able to develop these points by explaining the benefits that could be derived. However, many candidates did not address the negative impacts of commercialisation at all, or did so very briefly, which limited the level they could access and the mark that could be achieved. The pressure that modern sports stars can come under and the lack of privacy in their personal lives were two of the more common impacts identified by those candidates who addressed the negative aspects of the question.

Those candidates who provided the best responses ensured they covered both elements of the question and gave detailed analysis of the impact of commercialisation. They then went on to discuss the points made in detail and supported their response with examples, both from the case study and their own experiences.

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