

Tuesday 4 June 2024 – Morning

Level 3 Cambridge Technical in Sport and Physical Activity

05872 Unit 21: The business of sport

Time allowed: 1 hour 30 minutes

C404/2406

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. You can use extra paper if you need to, but you must clearly show your candidate number, the centre number and the question numbers.
- 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 **12** pages.

ADVICE

- Read each question carefully before you start your answer.

Section A

- 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]

- 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

☐

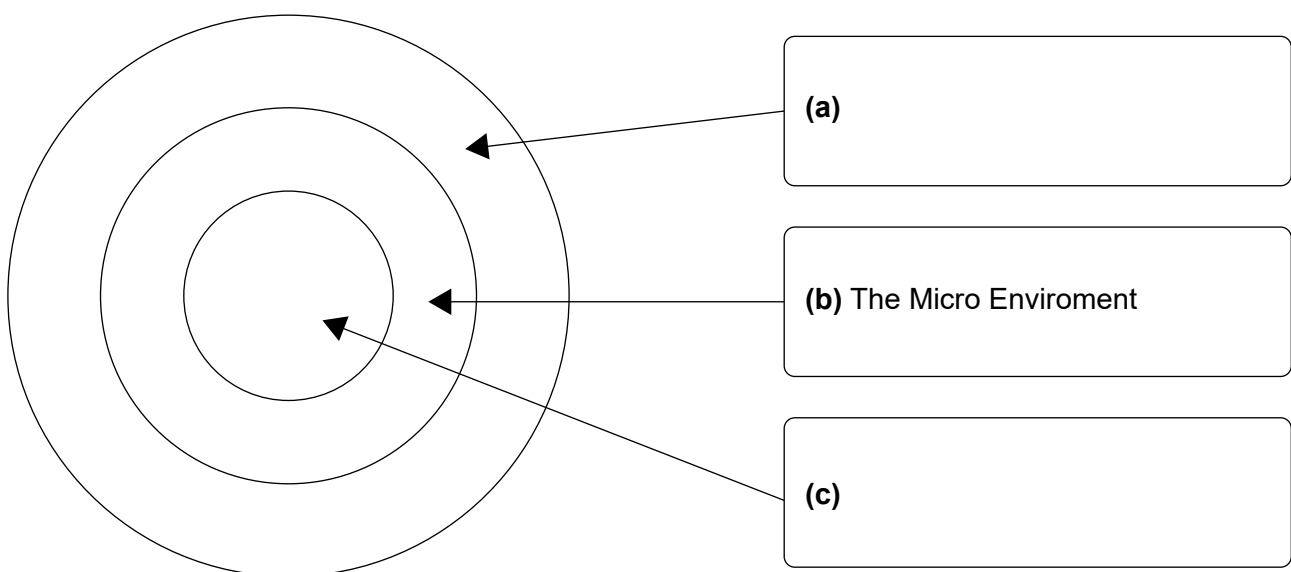
Targets groups with a high disposable income

☐

[1]

- 3 The business environment is made up of three elements.

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



[2]

- 4 Sports businesses can be funded by sponsorship.

Describe sponsorship.

.....

.....

.....

..... [2]

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

1

2

3 [3]

- 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]

- 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]

- 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]

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

- 1
- 2
- 3
- 4 **[4]**

10 Describe the term 'commercialisation' in relation to sport.

-
- **[1]**

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

- 1
.....
- 2
.....
- 3
.....
- 4
..... **[4]**

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

- 1
.....
- 2
..... **[2]**

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

..... [5]

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

..... [5]

14

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

[3]

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

1

2

[2]

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

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..... [5]

Section C

Sustainability in Formula 1 (F1)

Williams, The Formula 1 (F1) car racing team, aims to become climate positive by 2030 as part of a new sustainability strategy. Climate positive means an organisation is removing more carbon from the atmosphere than it is producing.

The team was also the first F1 team to sign up to the United Nations Sports for Climate Action Framework. Chief Executive Officer Jost Capito said “F1 has the power to inspire millions of people across the world and, as the pinnacle of so many advanced technologies, F1 has the ability to create technical solutions to help tackle the challenges we face as a planet”.

“As we progress towards our aim to become climate positive in the years ahead, I hope Williams Racing can inspire all those connected with our sport and beyond, using motorsport as a catalyst for significant and long-lasting change.”

Williams is taking various actions to achieve its aim including reducing carbon emissions from travel and energy consumption at their factory to creating its own energy and developing carbon-capture technologies.

Williams follows other F1 teams in developing a sustainability plan. The Mercedes team has had a zero carbon footprint since 2020 and the British-based McLaren team have pledged to do the same by 2030. F1 as a sport has made the same commitment and is working on a plan to introduce fully sustainable fuels alongside the introduction of a new engine design in 2025 or 2026.

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

[6]

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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

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Create a lasting legacy

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[6]

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

Discuss how commercialisation impacts on sports such as Formula 1.

[8]

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END OF QUESTION PAPER



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