

Examiners' report

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

SPORT AND PHYSICAL ACTIVITY

**OCR Level 3 Cambridge Technical
in Sport and Physical Activity**

Certificate: 05826

Extended Certificate: 05827

Foundation Diploma: 05828

Diploma: 05829

**OCR Level 3 Cambridge Technical
in Sport and Physical Activity
Development**

Extended Diploma: 05872

Unit 21 Summer 2025 series

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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. A selection of candidate responses 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 [Teach Cambridge](#).

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Unit 21 series overview

The success of scripts offered for the June 2025 series Unit 21 The Business of Sport examination was of a similar standard compared to January 2025.

Most candidates managed their time well and there was little evidence of them being unable to complete the question paper due to time constraints.

The recall type questions and short response questions in Section A were successfully responded to by many candidates. The level of knowledge and understanding shown by many candidates was sound and secure. Many candidates were able to score well on most of the questions. However, many candidates gave less successful responses to Section B, where their knowledge of the use of volunteers and the positive and negative impacts of membership fees for sports businesses was not sufficiently developed to access the full range of marks available. Section C had a mixed response from candidates. While most did score on Question 17, the extended response question, most responses were within Level 1 or the bottom to middle of Level 2. However, many candidates demonstrated a good degree of understanding when describing the importance of retaining staff to a sports business.

Candidates who did well on this paper generally:	Candidates who did less well on this paper generally:
- attempted all the questions - gave the required number of responses, e.g. three responses for a 3 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 the organisational structure of typical local businesses and ways in which funding can be used by sports clubs - had good knowledge of the types of corruption in sport and the importance of retaining staff to a sports business when responding the questions in Sections B and C - wrote in clear and concise terms, expressing sound knowledge and understanding across most questions.	- did not respond to all the questions - had a lack of detail in their responses and wrote in generic terms about the points discussed - gave too few points for the marks available for the question. They also repeated language from the stem of the question - gave one-word responses to questions that required a description to be provided - misinterpreted or did not understand the requirements of a question - for the extended response question, they did not provide examples of customer attraction and retention techniques that other sports businesses use.

Section A overview

In line with previous series', the recall type questions and short response questions in Section A were successfully responded to, and many candidates were able to score across a range of the questions. Candidates showed a good understanding of sports development initiatives, the sources of funding for public sector leisure centres, the organisational structure of a typical local business and the importance of corporate social responsibility (CSR). However, many were less successful in describing advantages and disadvantages of using seasonal contracts for sports businesses. Candidate knowledge of positive and negative impacts of commercialisation in sport was often limited and many struggled to provide enough valid responses to achieve the full range of marks available for Questions 7 and 8.

Question 1

- 1 The sports industry is made up of many business sectors.

Which of the following is **not** a retail sports business?

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

Decathlon	☐
JD Sports	☐
Sky Sports	☐
Sports Direct	☐

[1]

This question was successfully responded to by most candidates.

Question 2

- 2 Identify **two** ways in which a public sector leisure centre is funded.

1

2

[2]

Many candidates were able to gain full marks on this question. Popular responses were point 1 (local and national government) and point 4 (National Lottery).

Question 3

- 3** Sports businesses are often involved in the delivery of sports development initiatives.

Identify **three** initiatives that aim to increase participation.

1

2

3

[3]

This question was successfully responded to by most candidates. Common responses were 'Couch to 5K', 'Chance to Shine' and 'This Girl Can' but a wide range of initiatives from a variety of sporting activities were highlighted.

Question 4

- 4** Sports businesses have different characteristics depending on the type of business they are.

Complete the table and state **one** characteristic each for private and voluntary sector businesses. An example has been provided for you.

Sector	Characteristic
Public	Funded by local or national government
Private	
Voluntary	

[2]

Many candidates identified 'to make a profit' and then 'not for profit' as characteristics for Private and Voluntary sector businesses respectively. However, some candidates offered a description of what a volunteer does, e.g. 'work for free' which did not address the question.

Question 5

- 5 Describe the features of the organisational structure of a typical local business, such as a sports shop.

.....

.....

.....

.....

.....

..... [4]

This question required candidates to describe the features of the organisational structure of a typical local business. Many candidates were able to highlight small teams of staff, shared job roles, located in one or a small number of sites and could be private, public or voluntary. However, some candidates referenced 'hierarchical structure' which was not one of the available options on the mark scheme.

Question 6

- 6 Give **one** example of commercialisation in sport.

.....

..... [1]

Many candidates were able to identify the introduction of sponsorship, the impact of mass media or the move from amateur to professional as examples of commercialisation. However, some candidates simply identified a media broadcasting company, e.g. Sky Sports but did not then go on to link this to any of the available points on the mark scheme.

Exemplar 1

Broadcasting companies. e.g. Sky Sports. [1]

The candidate has identified a broadcasting company (Sky Sports) but has not then gone on to link it to any of the available points on the mark scheme.

Question 7

7 Identify **four** negative impacts of commercialisation in sport.

- 1
- 2
- 3
- 4

[4]

There was a mixed response from candidates to this question. Some were able to identify that players are coming under increasing pressure; the costs of spectating are rising and the rules in certain sports are changing to accommodate the demands of media companies. However, many candidates spoke in generic terms and, subsequently, were unable to articulate a response that met the requirements of any of the range of options available on the mark scheme. 'Loss of funding' and reference to 'role models' were common less successful responses.

Question 8

8 Identify **four** positive impacts of commercialisation in sport.

- 1
- 2
- 3
- 4

[4]

In general, candidates had a better understanding of the positive impacts of commercialisation in sport compared to the negatives. Many were able to highlight an increase in revenue, new forms of sponsorship and improvement to stadia and/or training facilities as benefits that could be derived from commercialisation.

Question 9

- 9 Identify **four** ways that funding received from Sport England could be used by a junior rugby team.

- 1
- 2
- 3
- 4

[4]

This question was successfully responded to by most candidates. All the available options on the mark scheme were regularly seen, with 'build new facilities', 'enhanced coaching/training' and 'carry out groundworks' being common responses. However, some candidates listed 'kit' and 'equipment' as separate responses, and this resulted in the second one being a repetition.

Assessment for learning



Candidates should be taught that 'kit' and 'equipment', when referenced in relation to use of funding, are similar examples so should not be written as two responses.

Question 10

- 10** Describe **one** advantage and **one** disadvantage of using seasonal contracts for a sports business.

Advantage

.....

.....

Disadvantage

.....

.....

[2]

There was a mixed response to this question by candidates. Knowledge of advantages and disadvantages of using seasonal contracts was often not secure and, as such, there were many generic responses that did not meet the criteria for any of the points on the mark scheme. However, those candidates who did score often referenced the flexibility to adjust numbers during busy times as an advantage and the costs involved in having to train new staff for roles as a disadvantage.

Question 11

- 11** What does CSR stand for?

..... [1]

This question was successfully responded to by many candidates.

Question 12

12 State **two** reasons why CSR is important to sport organisations.

- 1
- 2

[2]

Many candidates had secure knowledge of the importance of CSR to sports organisations and were able to gain full marks on this question using the correct terminology. However, some candidates focused on the impact businesses have on the environment, which did not address the requirements of the question.

Exemplar 2

1 Ensures they are making an effort on not harming the environment by using recycled materials.

The candidate has focused on the impact that the sports organisation has on the environment, rather than the importance of CSR.

Section B overview

There were elements of this section that candidates were successful on and where they demonstrated some good understanding of the teaching content from the relevant areas of the unit specification. They were able to provide examples of different types of corruption in sport and their knowledge of the impacts on a professional sports club if they break financial regulations was well developed. However, the questions relating to the advantages of using volunteers for a sports event and the advantages and disadvantages of membership fees to a sports club were less successfully responded to. This was particularly evident for Question 14 (b). Candidates often either wrote in generic terms or did not address the requirements of the question.

Question 13

13 Give **two** examples of **each** of the following types of corruption in sport:

Cheating:

Example 1

Example 2

Doping:

Example 1

Example 2

Match fixing:

Example 1

Example 2

[6]

There was a mixed response from candidates to this question. Although most were able to gain some marks, there was often repetition of responses within sections which could not be given. Some candidates simply named professional sports players who they deemed were guilty of committing corruption under the headings provided, without providing any commentary as to what they did.

Exemplar 3

Cheating:

Example 1 *Ivan Tony betting*Example 2 *~~Sam~~ Sam Allardyce ~~keeping~~ transfers*

Doping:

Example 1 *Paul Pogba 2023*Example 2 *Mudryk 2024*

Match fixing:

Example 1 *Juventus in 2011*

Example 2

[6]

The candidate has taken the word 'examples' literally and only provided the names of professional sports stars who they feel have been guilty of corruption under the headings provided. No commentary or explanations have been offered.

Question 14

14 Describe **four** potential impacts on a professional sports club if it breaks financial regulations.

- 1
- 2
- 3
- 4

[4]

This question was successfully responded to by most candidates. A good range of responses were seen from across the breadth of the options available on the mark scheme. Many candidates highlighted the different types of bans that clubs could face, as well as reputational damage and the loss of sponsors that could occur.

Question 15 (a)

15

(a) Volunteers are often used by sports businesses. Explain the term volunteer.

-
- [1]

Many candidates successfully responded to this question and were able to explain what a volunteer is.

Question 15 (b)

(b) Describe **four** advantages of using volunteers for a sports event.

- 1
- 2
- 3
- 4

[4]

Most candidates responded less successfully to this question. Many focused on the costs involved but said that volunteers were 'free', rather than that the organisation could save money by using them. Some candidates explained, often in generic terms, what volunteers do, such as 'help run the event'. Avoiding contract or legal issues was also a commonly seen less successful responses.

Misconception



Many candidates identified volunteers as being 'free' or 'no cost'. The more successful response is that sports organisations can save money (on staffing expenses) by using volunteers.

Question 16 (a)

16

(a) Many sports clubs rely on membership fees.

Explain the term membership fee.

-
- [1]

This question was successfully responded to by most candidates. However, some did not gain marks as they did not link the payment to the use of a facility or access to a club.

Question 16 (b)

- (b) Describe **two** positive impacts and **two** negative impacts of having membership fees as the main source of funding for a local sports club.

Positives

1

.....

2

.....

Negatives

1

.....

2

.....

[4]

There was a mixed response from candidates to this question. Some were able to highlight how clubs could use the money to improve facilities or reinvest into other areas for improvement or that, for the negatives, members could leave at any time so numbers can decrease. However, many candidates did not have secure knowledge of this area and talked in quite generic terms about the club not having enough money or fees being set too high, without then going on to clarify the point in relation to the requirements of the question.

Section C overview

There was a mixed response to this section from candidates. It continues to be a challenging part of the examination but there was some good knowledge and understanding displayed on the benefits of retaining staff to both the company and customers, as well as successful methods that could be used to retain staff. Question 17, the extended response question, required candidates to analyse how PulseFit+ could use customer attraction and retention techniques to increase customer numbers. This was less successfully responded to by many, with most responses falling within Level 1 or the bottom of Level 2. Candidates performed better on Question 19, with most demonstrating good understanding of the concept of SWOT analysis.

Question 17*

17* Private sector businesses often aim to increase the number of people buying their products.

Analyse how PulseFit+ could use customer attraction and retention techniques to increase customer numbers.

Your answer should include:

- customer attraction and retention techniques PulseFit+ already use
- other customer attraction and retention techniques they could use
- examples of customer attraction and retention techniques that other sports businesses use.

[8]

This question is marked using a levels of 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. A mark within that level is then given.

This question was, in the main, less successfully responded to. Many candidates were only able to provide a Level 1 or bottom of Level 2 response, with just a few able to access Level 3. The question required candidates to analyse how PulseFit+ could use customer attraction and retention techniques to increase customer numbers.

The question was split into three sections and many candidates were able to successfully address the first part in good detail. They often identified how PulseFit+ could use offers and discounts, such as referral bonuses and seasonal offers, to try to get more customers on board. The importance of good quality customer service and the role of successful marketing and advertising campaigns were also highlighted by many candidates as being important factors.

It was evident that some candidates did not have sufficient knowledge and understanding of customer retention and attraction techniques to be able to provide much of their own independent analysis of how they could be used to increase customer numbers. These candidates often just quoted text from the article but did not go on to offer their own evaluation or commentary of the points raised.

The candidates who provided the most successful responses were able to give detailed explanations for all three sections, including a range of examples highlighting the techniques that other names sports businesses use to increase customer numbers. They then went on to discuss the points made in detail and supported their response with detailed explanations that demonstrated sound knowledge of the subject area.

Question 18 (a)

18 Sports businesses try to retain their staff due to the benefits this can bring.

(a) Describe **two** benefits of retaining staff to PulseFit+ as a company.

- 1
-
- 2
-

[2]

This question was successfully responded to. Many candidates were able to identify the reduction in training and recruitment costs and the fact they do not have to spend time advertising to recruit new members of staff as being benefits to the organisation of retaining staff.

Question 18 (b)

(b) Describe **two** benefits of retaining staff to the **customers** of PulseFit+.

- 1
-
- 2
-

[2]

There was a mixed response to this question from candidates. While some were able to reference the importance of staff knowing the individual needs of customers and how a familiar workforce can make them feel more comfortable, many candidates spoke in more generic terms about the relationship between them. There was a lack of explanation into *how* the customer benefited from the relationship so marks could not be given in many cases.

Question 18 (c)

(c) Describe **two** different methods which PulseFit+ could use to retain their staff.

1

.....

2

.....

[2]

This question was successfully responded to by most candidates. All the available options on the mark scheme were regularly utilised by candidates, with the most popular being bonuses and rewards, progression opportunities and a positive working environment.

Question 19 (a)

19 All sports businesses such as PulseFit+ have to be aware of the environment in which they operate. This often includes a SWOT and PEST analysis.

(a) Identify the **two** missing headings of a PEST analysis in the table below.

P environment	Economic environment	Social and cultural environment	T environment
------------------------	-------------------------	------------------------------------	------------------------

[2]

Most candidates successfully responded to this question and were able to gain full marks.

Question 19 (b)

(b) Give **one** example for each category of the SWOT analysis for PulseFit+.

SWOT heading	Example for PulseFit+
Strengths	
Weaknesses	
Opportunities	
Threats	

[4]

Candidate knowledge of SWOT analysis was mostly successful. The large customer base that PulseFit+ has, the high cost to buy the equipment and competition from other companies were all commonly highlighted as Strengths, Weaknesses and Threats respectively. However, candidates responded less successfully on the opportunities section of the question. Many responses were vague and did not actually highlight what opportunities the company could explore to develop or expand.

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