

Friday 18 January 2019 – Morning

LEVEL 3 CAMBRIDGE TECHNICAL IN SPORT AND PHYSICAL ACTIVITY

05872 Unit 21: The business of sport

Duration: 1 hour 30 minutes

C404/1901



You must have:

- no materials required

First Name						Last Name				
Centre Number						Candidate Number				
Date of Birth	D	D	M	M	Y	Y	Y	Y		

INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- Additional paper may be used if necessary but you must clearly show your candidate number, centre number and question number(s).

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 the question marked with an asterisk(*).
- This document consists of **12** pages.

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Question No	Mark
Section A: 1-12	/30
Section B: 13	/10
14	/5
15	/5
Section C: 16	/20
Total	/70

Section A

Answer **all** the questions.

1 Identify **two** characteristics of a voluntary sector business.

1.....

2.....

[2]

2 Which of the following is an example of a business in the public sector?

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

(a) FIFA

(b) Local authority swimming pool

(c) Sports marketing agency

(d) Sports coaching business based at a secondary school

[1]

3 Give an example of each of the following types of private sector sports business and describe what they do.

Sports Retail:

Example

Description

.....

Sports Media:

Example

Description

.....

[4]

4 True or false: all organisations which are 'not for profit' will be in the voluntary sector.
Put a tick (✓) in the box next to the one correct answer.

True

False

[1]

5 Give **two** aims of a voluntary sector running club.

1

2

[2]

6 Identify **three** components of the Internal Environment of a sports business.

1

2

3

[3]

7 Explain how the following measures of success are important for sports businesses.

Winning competitions

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Legacy

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.....

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[4]

8 Identify **two** benefits to customers when a sports business retains its staff.

1

2

[2]

9 Which **two** of the following are types of employment contract?

Put ticks (✓) in the **two** boxes next to the correct answers.

(a) Occasional

(b) Seasonal

(c) Short-term

(d) Long-term

(e) Part-time

(f) Holiday-time

[2]

10 Sporting organisations often use volunteers to help run an event. Identify **three** factors they will need to consider when managing these volunteers.

1

2

3

[3]

11 Give **two** ways that private sector sports businesses can be funded.

1

2

[2]

12 Identify **four** ways that commercialisation can benefit a sports business.

1

2

3

4

[4]

Section B

Answer **all** the questions.

13 Mark is a volunteer who runs climbing clubs in secondary schools. He is keen to offer this service and opportunity to as many young people as possible. Therefore Mark has decided to apply for some extra funding to enable him to increase his provision.

(a) Describe the factors that Mark will need to consider to ensure that he meets the criteria when applying for funding.

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.....[5]

(b) Describe why a club like Mark's needs to consider Corporate Social Responsibility (CSR).

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.....[5]

14 Explain, using examples, how sports businesses can be environmentally friendly and remain economically viable.

Can be environmentally friendly.....
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Remain economically viable.....
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[4]

15 Media intrusion into the lives of sports stars could be viewed as a negative effect of commercialisation.

Analyse the negative impacts of commercialisation on sports stars.

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[6]

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Turn over for the next question

Section C

Answer **all** the questions.

Badminton is one of five sports to lose all UK Sport funding for the 2020 Olympics in Tokyo - after Britain claimed a bronze in the sport in Rio.

Badminton England chief executive Adrian Christy said he was “staggered” by the “incomprehensible” decision to remove the sport’s funding. Badminton, which was set a target of winning a medal in Rio, is the only sport that earned a podium place in the summer to have its funding removed. Marcus Ellis and Chris Langridge took bronze in the men’s doubles after the sport was given £5.74m in the last cycle.

Christy said the decision represents a “catastrophic impact on the sport” and Badminton England would “fight for the hopes and dreams” of its players. Christy told BBC Sport: “We have a very clear view that every sport in this country matters. “We’ve seen lots of sports that have lost their funding, we’re one of those. And as a consequence of that it’s really difficult to see how your long-term development of athletes can continue to inspire a nation. We’ve made a third of our staff redundant in the last several months, we’ve cut our performance programme in half. “Given the strength of evidence we were able to present to justify investment, we cannot believe UK Sport has concluded they should stand by their decision and award zero funding to our GB programme. “We have players who are on track to win medals for the nation at the Tokyo 2020 Olympic Games and our belief in those players remains as great as it’s ever been. We will now take some time to consider our next steps.”

Gail Emms, a silver medallist for Great Britain at Athens 2004, said she was “gutted”. She said: “It is heart-wrenching. It was bad enough in December when the initial decision was made but now we are super devastated. The players out there were really pinning their hopes on this. I was such an optimist; I thought it was going to be OK. We put forward a strong case. It is going to be tough now for the sport.”

Liz Nicholl, CEO of UK Sport, said the decision to cut funding was not taken lightly. “We would like to invest in every sport but the reality is we have to prioritise to protect and enhance the medal potential,” she said. “If we under-invest across the board then the British teams will ultimately underperform at the Games and medal success will be put at risk.”

UK Sport’s money has transformed Britain into an Olympic and Paralympic superpower, but its ‘no-compromise’ approach is under more scrutiny than ever. With falling ticket sales hitting crucial National Lottery funding, resources are undoubtedly stretched but, for the first time, sports with real podium potential are being excluded from funding, and many are now asking whether the focus on medals has gone too far.

- 16 (a)** Analyse potential funding options for elite badminton players other than from UK Sport. Support your answer with relevant examples.

[8]

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(b) With no funding available, GB Badminton might need to use more volunteers when organising events.

(i) Describe different ways that GB Badminton could use volunteers to help promote and support the sport.

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[3]

(ii) Identify some of the potential drawbacks of using increased numbers of volunteers.

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[3]

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