

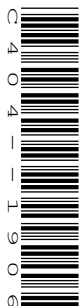
Tuesday 4 June 2019 – Afternoon

LEVEL 3 CAMBRIDGE TECHNICAL IN SPORT AND PHYSICAL ACTIVITY

05872 Unit 21: The business of sport

Time allowed: 1 hour 30 minutes

C404/1906



You may use:

- no materials required

Please write clearly in black ink.

Centre number

Candidate number

First name(s) _____

Last name _____

Date of Birth

INSTRUCTIONS

- Use black ink.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

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 **16** pages.

FOR EXAMINER USE ONLY	
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 **three** potential drawbacks of being a volunteer for a sports business.

- 1
- 2
- 3

[3]

2 Identify what Corporate Social Responsibility (CSR) involves in sports businesses.

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-
-

[3]

3 Give **four** reasons why a private health club would consider Corporate Social Responsibility (CSR) to be important.

- 1
- 2
- 3
- 4

[4]

4 One of the roles of sports organisations in the UK is to provide funding.
Give **three** examples of what funding can be provided for in sport.

- 1
- 2
- 3

[3]

5 Which of the following is **not** a source of funding for sports businesses?

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

Membership fees

Selling shares

Philanthropic donations

Bank transfers

[1]

6 Identify **two** ways that the impact of commercialisation has changed who controls sport today.

1

2

[2]

7 Give **two** reasons why a professional rugby club might use volunteers.

1

2

[2]

8 Name a target group for a private sector sports business.

.....[1]

9 The following table shows four different examples of sport businesses.

For each one, tick the correct column for the type of sports business it is.

Sports business	Private sector	Public sector	Voluntary sector
Sunday league football team			
Sports marketing agency			
Sports equipment manufacturer			
Local authority swimming pool			

[4]

10 Give an example of an intermediary within a professional sports club.

.....[1]

11 Employing people within sports businesses can sometimes be a challenge.
Identify **three** factors that might affect staff recruitment.

.....
.....
.....[3]

12 Outline **three** methods that a sports business might use to retain its staff.

1
2
3
[3]

Section B

Answer **all** the questions.

13 'Goals' 5 a-side football centres are an example of a national business in the UK.

(a) Identify another national sporting business and describe its organisational structure.

Example of sporting business.....

Organisational structure

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[5]

(b) Using examples, explain how the structure of a local business is different to a national business.

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[5]

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Turn over for the next question

Section C

Answer **all** the questions.

16 The Football Association has received 15 applications to join the revamped top two tiers of women's football for 2018-19, with nine vacancies available.

Clubs including West Ham United have stated their desire to join the Women's Super League (WSL), while Crystal Palace and Sheffield United were among the teams to bid to join the Women's Championship. The list continues to grow and now includes Charlton Athletic and Derby County.

BBC Sport understands the Women's Championship has been heavily oversubscribed.

There are 6,767 affiliated female teams across the country (up from 6,000 in 2016-17), there has been a 15.9% year-on-year increase in girls-only Mini-Soccer teams and, after establishing 199 Wildcat clubs aimed at five-to-11-year-olds, a further 772 are being introduced in 2018. For those players who get lost between the ages of 16 and 20 as they come out of regional talent centres, there are a spate of talent academies planned with a programme of competitive football.

That is not all. There are big ambitions for the Lionesses at the 2019 World Cup, a likely Team GB at the Tokyo Olympics and a strong bid to host Euro 2021. Viewing figures for live WSL matches have more than doubled and access to games has improved, with teams and the FA live-streaming a selection of games.

Commercial opportunities are better now than a few years ago, when there were very few, so what does that really mean for professional football and footballers in England - both now and going forward?

Nike is, by far, the biggest commercial sponsor of women's football and has been involved in the game since the 1990s when it first began its long-standing partnership with the United States national team.

"At Nike, we love and support brilliant football. There's no question that brilliant football is being played by women and we support the continued growth of the game. Women's football is an exciting growth avenue for Nike".

"Incredible sporting moments - such as Manchester City Women's FC lifting three major trophies in the past twelve months - and partnerships with elite athletes, clubs, and leagues offer opportunities to inspire and connect with the next generation of players and fans." Nike also has plans to capitalise on the 2019 Women's World Cup.

Nike specifically highlighted Nike's individual partnerships with a number of Lionesses. "Steph Houghton and teammates such as Toni Duggan remain at the forefront of Nike's marketing as inspirational athletes who transcend their gender and their sport."

Lisa Parfitt is the managing director of Synergy, a leading sports marketing company and works directly with SSE on its sport sponsorships.

"The FA separated the rights from the men's and women's FA Cups, which opened the door for a sponsor to become the first standalone sponsor of the women's FA Cup, which was a very attractive proposition," Parfitt said. "This opportunity, which SSE took advantage of, enabled it to have a very strong single-minded message - SSE is the energy behind women's football."

- (b) Give examples of how local sports clubs, local schools and colleges and individual athletes/performers could use funding to have a positive impact on women's football.

Local sports clubs

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Local schools and colleges.....

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Individual athletes/performers

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.....

[6]

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 13(a) or 16(a).

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A series of horizontal dotted lines for writing, spanning the width of the page.

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