

Friday 17 January 2020 – Morning

Level 3 Cambridge Technical in Sport and Physical Activity

05872 Unit 21: The business of sport

Time allowed: 1 hour 30 minutes

C404/2001



No additional materials are required

Please write clearly in black ink.

Centre number

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Candidate number

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First name(s)

Last name

Date of birth

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INSTRUCTIONS

- Use black ink. You can use an HB pencil, but only for graphs and diagrams.
- Answer **all** the questions.
- Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers 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 questions marked with an asterisk (*).
- This document has **16** pages.

ADVICE

- Read each question carefully before you start your answer.

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

Section A

Answer **all** the questions.

- 1 Complete the statements below about the commercialisation of sport using appropriate terms from the word bank provided.

governing bodies debt fans coverage media
 loans interest sponsors revenue players

A positive impact of commercialisation could be increased _____
 to invest in sport. A negative impact of commercialisation could be an increased disconnect
 between _____ and _____ .

While commercialisation can help sports to develop, there is also a risk that changes are
 made to satisfy _____ or the _____
 rather than because they are good for the sport.

[5]

- 2 Identify **two** characteristics of voluntary sector businesses which are different to those of any other business sector.

1

2

[2]

- 3 Give an example of a sports nutrition business.

.....[1]

- 4 Identify **three** reasons why sports businesses use volunteers.

1

2

3

[3]

5 Describe a benefit of using long-term volunteers rather than short-term or one-off volunteers.

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.....[1]

6 Describe the organisational structure of a local village sports team.

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.....[4]

7 Identify **two** measures of success for a private sector business such as an indoor trampoline park.

1

2 [2]

8 Draw a line to link the example of a job to the correct contract type.

A professional football player	Seasonal
Working on a beach, hiring out deckchairs and inflatable toys	Voluntary
Working as a timekeeper at a Parkrun	Contracted

[3]

- 9 The statements below relate to the definition of Corporate Social Responsibility (CSR). State whether they are True or False by **circling** the correct answer.

CSR is where a business does not consider the impact its activity has on society.

True / False

CSR is where a business contributes to sustainable development.

True / False

[2]

- 10 Identify **two** ways that a potential Olympic athlete might use the funding they receive.

1

2

[2]

- 11 Describe **one** way that sport has changed to make it more suitable for television coverage.

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[1]

- 12 How a sports business treats its customers can depend on whether it is following a strategy of 'transaction marketing' or of 'relationship marketing'.

Complete the table below showing how a sports business would treat the characteristics of 'time' and 'customer service' depending on their strategy. An example has been done for you.

Characteristic	Transaction Marketing	Relationship Marketing
Organisational goal	Make the sale	Retain customers
Time		
Customer service		

[4]

Section B

Answer **all** the questions.

- 13 Identify which sector each of the clubs and organisations below belong to by ticking the appropriate column in the table.

Club or organisation	Private	Public	Voluntary
Bannatyne's Health Club			
A Sunday league football team			
JD Sports			
A local authority sixth form college			
Council leisure centre			

[5]

- 14 Describe **five** potential issues relating to the recruitment of volunteers for a 'one-off' cycle race.

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[5]

15 Elgin Eagles are an amateur basketball club who are aiming to join the British Basketball League (BBL).

(a) Explain **five** key considerations for a club like the Eagles if they are to make the move from amateur to professional sustainable.

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[5]

(b) Discuss the impacts that commercialisation will have on the Elgin Eagles.

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[5]

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Turn over for the next question

Section C

Answer **all** the questions.

New York Rugby League: RFL considers US team and relocation of Hemel Stags

The Rugby Football League (RFL) is the governing body for professional Rugby League in England. Rugby League is the other main 'code' of Rugby which is played, alongside Rugby Union.

The RFL operates a five-tier league system and is responsible for running the top three professional divisions (Super League, Championship and League One) as well as the National Conference League and various leagues below that.

The RFL also runs two cup competitions for professional clubs and is involved with the organisation of the World Club Challenge and World Club Series.

Hemel Stags, based in Hertfordshire in the UK, withdrew from the League One division in 2018.

Applications to establish a new club in the US city of New York and relocate Hemel Stags are being considered by the Rugby Football League board.

The board, which has previously granted a licence to Canada-based Toronto Wolfpack, believes the proposals will "help deliver the RFL's vision". Hemel withdrew from League One last year, but retained an RFL licence. And it has been confirmed that the club's holding company has been taken over by a Canadian consortium.

An RFL statement said the New York and Hemel applications were "at different stages, but a degree of further due diligence and assessment is required on both to ensure that the financial and business plans presented are deliverable". New York consortium representative Ricky Wilby said: "We're grateful to the board of the RFL for considering our application and thankful it is deemed strong enough to present to the clubs. Hopefully this will be the first step towards getting the franchise off the ground."

Toronto's introduction into the game's structure broke new ground for Rugby League, which already had a continental horizon with French clubs Catalans Dragons and Toulouse included. Under the terms of their place in the league, the Wolfpack do not qualify for central funding, so owner David Argyle is wholly responsible for financing the venture, including covering travel costs for member clubs. Rugby League already has a place in the American sports landscape, with teams in Boston, Jacksonville, Brooklyn and New York itself.

Analysis

Eric Perez, the man who was behind the creation of the Toronto Wolfpack, is believed to be behind the bid to relocate League One side Hemel Stags. He has previously suggested either Hamilton in Canada or Boston, USA, as possible locations. The New York bid comes from a separate consortium and has been in the ether for over 12 months but both still have a lot of hurdles to clear. Both will inevitably see Super League as the ultimate goal - but there is currently a huge question mark hanging over the Super League clubs' appetite for this kind of overseas expansion.

<https://www.bbc.co.uk/sport/rugby-league/47613770>

This content has been removed due to third party copyright restrictions.

16 The bosses of Super League are keen to expand the game across the Atlantic. There is already one team, the Toronto Wolfpack, playing professional Rugby League in England.

(a)* Analyse the different sources of funding likely to be available for any Super League teams based in the USA and Canada, and describe possible ways the teams could use the funding.

[8]

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- (b)** Explain, using examples, how the clubs will use customer attraction and retention techniques to grow their businesses.

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[5]

- (c) (i)** Any RFL clubs which relocate will need to find ways to become part of the community in the new place where they are based.
For each level of the sports development continuum, give an example of how a club which has relocated could do this.

Foundation:.....

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Participation:.....

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Performance:

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Excellence:

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[4]

- (ii) Describe **three** specific benefits to the club of sports development activities of this kind.

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 14 or 15(a).

A large vertical rectangular area containing 25 horizontal dotted lines for writing answers.

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



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