



Oxford Cambridge and RSA

Wednesday 19 January 2022 – Morning

Level 3 Cambridge Technical in Sport and Physical Activity

05872 Unit 21: The business of sport

Duration: 1 hour 30 minutes

C404/2201



No extra materials are needed.



Please write clearly in black ink.

Centre number

Candidate number

First name(s) _____

Last name _____

Date of birth

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. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.
- 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 **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	/5
16	/5
Section C: 17	/20
Total	/70

Section A

Answer **all** the questions.

1 Identify **two** reasons why voluntary sector businesses use volunteers.

1

2

[2]

2 Give **two** examples of sports media companies.

1

2

[2]

3 Corporate Social Responsibility (CSR) could include working on community projects.
Identify **two** other examples of what CSR could involve.

1

2

[2]

4 The National Lottery might turn down a school's funding request for a new games hall floor because they don't meet the criteria for allowing the local community to use the facility.
Give **two** other reasons why a funding body might decide a sports club have not met the criteria for funding, and therefore decline their application.

1

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2

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[2]

5 The National Lottery is one source of funding for sports clubs.
State **two** other ways that a local netball club could obtain further funding.

1

2

[2]

6 Corruption happens in sports businesses in many different forms. Give an example of how each of these types of corruption can occur.

Acceptance of unethical practice in sport

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Breaking financial regulations

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Bribes and kickbacks

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[3]

7 Give **four** characteristics that describe the organisational structure of a local sports business.

1

2

3

4

[4]

8 Outline **three** roles at a major sporting event which are unlikely to be undertaken by volunteers.

1

2

3

[3]

9 Using the word bank below, complete the following sentences about private sector sports businesses.

professional clubs profits communities sales
participation government shareholders lotteries

(i) Their main aim is to increase _____ .

(ii) Their main source of funding is often _____ .

(iii) They are most accountable to _____ .

[3]

10 Identify **two** types of sports organisations in the public sector.

1

2

[2]

11 The statements below relate to the importance of Corporate Social Responsibility within sports businesses.

State whether they are True or False by **circling** the correct answer.

Its main purpose is to improve brand image. True / False

It can be used as a marketing strategy. True / False

It is a way to meet community obligations. True / False

[3]

12 Describe **two** possible consequences to businesses if they do not treat volunteers with the same consistency as other employees.

1

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2

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[2]

Section B

Answer **all** the questions.

- 13** There are many transaction and relationship marketing strategies available for sports businesses to use.

The table below is about a professional rugby club that is trying to sell tickets for their upcoming season.

Complete the spaces in the table with the appropriate information.

Characteristic	Transaction Marketing	Relationship Marketing
Organisational goal		Retain customers
Amount of customer contact		Frequent/often
Degree/level of customer commitment	Low	High
Basis for seller–customer interactions	Use of conflict and manipulation	
Timescale		

[5]

- 14** If a local cricket club stopped receiving funding from their governing body, the ECB, how might this impact on cricket in the local area?

[5]

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Level of Participation

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Section C

Answer **all** the questions.

Canadian Premier League: How do you start a brand new professional league?

Canada will co-host the football World Cup in seven years' time. But it did not have a professional football league, until now.

Seven teams from across this vast country – the world's second biggest in terms of area – are preparing to compete in the first ever Canadian Premier League (CPL). The CPL – with the tagline 'For Canadians, by Canadians' – is different.

The idea is for teams to tap deep into their local communities and help develop home-grown talent for when the World Cup comes to town.

"People here have been starved of the game," says former Canada international Jim Brennan. "Now they have an opportunity to cheer on their own home teams and fall in love with the sport in Canada." Brennan is manager and part-owner of York 9 – a new team in the north of Toronto.

David Clanachan, the CPL's first chief executive, believes "the game is on fire" in the country. "The appetite for the game has grown exponentially," he says. "One reason is the growth in broadcast – more people are watching on TV or streaming. But also the advent of EA Sports and their FIFA video games has helped the game reach new levels, across all different ages. "Growth is very equal from a gender perspective and football is the fastest-growing sport among new immigrants too. People who come to the country may not know basketball, hockey or NFL, but they know football."

Pacific FC – based on Vancouver Island, British Columbia – are 4,476 km (2,781 miles) from the home of HFX Wanderers FC in Nova Scotia. That makes for the third longest domestic away trip in football. It would be quicker to fly from London to Toronto.

CPL'S LONGEST ROADTRIP

VANCOUVER ISLAND TO HALIFAX - 4,476 KM

FLYING DISTANCE: 4,476 KM

DRIVING DISTANCE: 5,793 KM

DRIVE TIME: 58 HOURS

SPANNING 5 TIME ZONES

5 PROVINCES, 7 STATES, 2 BORDER CROSSINGS, 1 FERRY TRIP

AVERAGE OF \$750 IN FUEL (1 WAY)



Pacific FC is located in British Columbia, while HFX Wanderers is in Nova Scotia, almost 5,000 km apart

“If you really want a national league it has to be coast to coast,” says Clanachan. “We cannot shy away from it.

People want a local team to get behind, and that is part of a higher purpose: how do we develop the game, the soccer economy?

We are building an industry that has not existed here. We are building a movement. It’s a different way of building a sport through the community from the ground up.”

By April, more than 140 players will have been recruited across the seven teams, and the league has implemented strict rules designed to benefit the national side. Squads must have between 20 and 23 players, with only seven foreign nationals allowed in each. Six Canadians must be in each team’s starting XI.

A minimum of three domestic players in each squad must be under 21, and those players must play a minimum of 1,000 combined minutes a season.

<https://www.bbc.co.uk/sport/football/46988859>

17 (a)* The new Canadian Premier League (CPL) is an exciting development for football fans in Canada. It also provides significant opportunities for commercial partners.

Discuss the likely impacts of commercialisation on the Canadian Premier League. Use examples from other countries or sports to support your answer.

[8]

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(b) (i) Explain how club owners can maximise the potential benefits of the customer/fan engagement for their teams.

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..... [3]

(ii) Explain how media coverage will have an impact on the growth and success of the new clubs.

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(c) Using examples, discuss the importance of Corporate Social Responsibility to the CPL clubs and how they can take advantage of this.

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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, 17(a)* or 17(c) .

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

A series of horizontal dotted lines for writing, starting below the page number and extending to the bottom of the page. A solid vertical line is on the left side.

A series of horizontal dotted lines for writing, starting from the top of the page and extending to the bottom, with a solid vertical line on the left side.



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