

Modified Enlarged 24 pt

**OXFORD CAMBRIDGE AND RSA
EXAMINATIONS**

Wednesday 19 January 2022 – Morning

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

05872

Unit 21: The business of sport

**Time allowed: 1 hour 30 minutes plus your
additional time allowance**

No extra materials are needed.

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**

D	D	M	M	Y	Y	Y	Y
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READ INSTRUCTIONS OVERLEAF

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 (*).

ADVICE

Read each question carefully before you start your answer.

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]

4

- 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

2

[2]

5

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

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

Breaking financial regulations

Bribes and kickbacks

[3]

7

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. [3]

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

10

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

1

2

[2]

11
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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. [5]

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		

14

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?

[illegible]

15

15 Sports Direct is an example of an international sports business. Describe the characteristics of a sports business with an international structure.

[5]

16 There are many ways of measuring success in sports businesses.

Describe the ways that public or voluntary sector sports development organisations can have their levels of performance and levels of participation measured. You should support your answer with relevant examples. [5]

Level of Performance

Level of Participation

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, on the west coast of

Canada – are 4,476 km (2,781 miles) from the home of HFX Wanderers FC in Nova Scotia, which is on the east coast of Canada. That makes for the third longest domestic away trip in football. It would be quicker to fly from London to Toronto.

CPL'S LONGES 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)

“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]

25

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

[3]

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

[3]

(c) Using examples, discuss the importance of Corporate Social Responsibility to the CPL clubs and how they can take advantage of this. [6]

[illegible]

END OF QUESTION PAPER

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