

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

SPORT AND PHYSICAL ACTIVITY

05826–05829, 05872

Unit 21 January 2023 series

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Introduction

Our examiners' reports are produced to offer constructive feedback on candidates' performance in the examinations. They provide useful guidance for future candidates.

The reports will include a general commentary on candidates' performance, identify technical aspects examined in the questions and highlight good performance and where performance could be improved. The reports will also explain aspects which caused difficulty and why the difficulties arose, whether through a lack of knowledge, poor examination technique, or any other identifiable and explainable reason.

Where overall performance on a question/question part was considered good, with no particular areas to highlight, these questions have not been included in the report.

A full copy of the question paper and the mark scheme can be downloaded from OCR.

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Unit 21 series overview

The quality of scripts offered in response to the January 2023 Unit 21: The business of sport examination paper was of a slightly better standard than those in June 2022. Most candidates managed their time effectively with little evidence of running out of time to complete the paper.

Candidates performed less well on questions that demanded the application of knowledge or where they needed to give supporting examples. This was evident in Questions 14 and 16.

At times, a lack of clearly expressed knowledge was an issue, leading to 'VG' (vague) being indicated on responses. This was particularly evident with Questions 16 and 17 (b) where candidates were asked to use their knowledge.

If candidates require extra space for their answers, centres are asked to remind them to use additional booklets for their answers, rather than write down the sides of the answer booklet or in other ways, which potentially make the response difficult to read and therefore mark.

Candidates who did well on this paper generally did the following:	Candidates who did less well on this paper generally did the following:
<ul style="list-style-type: none"> • made sure that they attempted all the questions • if the question was worth 5 marks, they gave 5 answers to the question • in Questions 14, 16 and 17 (a) they made sure that they showed good written communication; they described and discussed and in the case study they developed and expanded the points that they made • gave answers that were clearly expressed and showed good knowledge. 	<ul style="list-style-type: none"> • had a lack of detail in their responses • when answering the longer answer questions (Questions 14 and 16) that use command words such as describe or explain, candidates often responded by simply writing one or two word answers, which makes it more difficult to access the higher marks • gave too few points for the marks available for that question and then often repeated points in responses rather than being able to make separate, distinct points in relation to the question set • in the extended answer (levels question, Question 17 (a)) did not develop or expand any points that they had made and most importantly they did not provide examples.

Section A overview

The recall-type questions and short answer questions in Section A were in the main answered well and candidates scored accordingly. In general, candidates showed a good understanding of how funding for businesses could be used, what Corporate Social Responsibility is and how you can measure the success of a sports business. However, their knowledge of what a QUANGO is and the different parts of a macro-environment could be improved.

Question 1

1 Outline what Corporate Social Responsibility involves for sports businesses.

.....
.....
.....
..... [2]

This question was well answered. Candidates showed that they had a good understanding of Corporate Social Responsibility. The most common answers included that the businesses were environmentally sustainable, and they showed good ethics.

Question 2

2 Identify **three** sources of funding for sports clubs.

1
2
3 [3]

This was a very well answered question with many candidates scoring maximum marks. Typically, they included in their answers the terms loans, grants and membership fees.

Question 3

3 Name **one** QUANGO involved with sports businesses.

..... [1]

This appeared a very straightforward question which asked candidates to name one QUANGO involved with sports businesses as identified in the syllabus specification. However, many candidates did not know the answer, their answers were often vague and in a significant number of responses, they did not even attempt the question.

Question 4

4 State **four** ways that a school might use funding that it receives for sport or physical activity.

- 1
 - 2
 - 3
 - 4
- [4]

This question was well answered. Candidates showed that they had a good understanding of how schools might use funding they had received. The majority scored either 2 or 3 marks on this question and a large number were able to access maximum marks.

Question 5

5 Describe **three** positive impacts of commercialisation on a professional sports club.

1

.....

2

.....

3

.....

[3]

In the main, this question was answered well by the candidates. They showed a good understanding of positive impacts of commercialisation. The majority were able to provide at least two impacts and linked their answer to an increased fan base, increased revenue and greater sponsorship.

Question 6

6 Sports development is one responsibility of sports organisations in the UK.

Identify **four** other responsibilities of these organisations.

- 1
-
- 2
-
- 3
-
- 4
-

[4]

This question was synoptically linked to Unit 3. When answering this question, candidates showed a good knowledge of the organisational structure of a local sports business, however only some were able to access full marks. Where lower marks were achieved this was often because candidates did not give four responsibilities. It is very important that once again centres re-iterate to candidates that where a question is worth a certain number of marks then they need to make the necessary number of points in order to access the maximum marks for that question.

Question 7

7 Name **three** international governing bodies which have an impact on sport in the UK.

- 1
- 2
- 3

[3]

This question was synoptically linked to Unit 3. Candidates struggled with this question, even though it was very straightforward. Many of them did not read the question carefully enough as it asked for international governing bodies. Unfortunately, many candidates gave answers that referred to national governing bodies (The RFU or The FA) or different sporting organisations such as UK Sport or Sport England. Typical correct answers included FIFA, FIBA and the IOC

Question 8

8 Which of the following are measures of success for sports businesses?

Put a tick (✓) next to the **three** correct responses.

Benchmarking/best practice

Growth of product/service

Local needs/demographics

Loyalty/reward schemes

Share price

Winning trophies and competitions

[3]

This was a very straightforward question, and many candidates were able to access full marks. However, in some instances candidates only scored one mark because they put a tick by only one of the responses.

Question 9

9 Which of the following is a benefit to a sports business of customer loyalty/retention?

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

It can have a negative impact on reputation

It makes employees' jobs easier

It makes other businesses lower their prices

It requires them to offer more discounts

[1]

This question was well answered. Candidates showed that they had a good understanding of what the benefits are of customer loyalty/retention.

Question 10

10 Identify **two** rights of volunteers who work in sports businesses.

1

2

[2]

This was a very straightforward question, and many candidates were able to access full marks. Typical answers included having insurance in place, they can work the hours they want, and they can leave when they want.

Question 11

11 Describe **two** ways that a village football club could demonstrate their eligibility for funding.

1

.....

2

.....

[2]

Only a small number of candidates were able to access both marks on this question. It asks for a description of how a village football club could demonstrate their eligibility for funding. Many responses were very vague and often irrelevant. In their responses candidates needed to focus on factors such as 'prove there is a demand for the funding' 'having a clear goal' and 'show that that it will have a positive impact on the community' to score maximum marks.

Question 12

12 Identify **two** parts of the macro-environment of a sports business.

1

2

[2]

This question assessed candidates' understanding of the different parts of the macro-environment of a sports business. This proved to be a challenge to many candidates, some of whom appeared to have a limited understanding and so named the incorrect parts. Only a limited number of candidates were able to access full marks.

Section B overview

In the main, candidates showed a sound knowledge of the questions in this section. However, the application of this knowledge in relation to each of the questions shows that there is still room for further improvement. Centres are reminded that if a question is worth 5 marks, then candidates need to try to make five relevant points. Furthermore, if a question asks for a description (Question 16) then the candidates must provide one and not just give one-word answers, otherwise they will not be able to access the marks on that particular question.

Question 13

13 Use the word bank to complete the sentences.

developed	engagement	executives	exploited
finances	improved	leisure	money
players	profit	sociable	statement

Commercialisation is sometimes defined as being managed or
 in order to make a

It can be seen as the transformation of sport from a activity to
 a paid spectator/performer activity.

It also leads to sports businesses realising the importance of customer/fan

Commercialisation is important to sport and physical activity.

It can lead to an improvement in facilities and in the recruitment and development
 of

[5]

This question was well answered. Candidates showed a good understanding of commercialisation and were able to fill in the missing spaces from the word bank relatively easily. Many scored full marks on this question.

Question 15

- 15** Draw a line to link each of the examples of contract types described below to the correct job in a sports business.

Contract type	Job
Voluntary	Works in a gym at weekends.
Part-time	Paid stewards for a one-off sports event.
Seasonal	Working on the drinks stall at a community fun run.
Permanent	Works in a sports retail shop during the Christmas holidays.
Outsourcing	Manager of a leisure centre.

[5]

This was without doubt the best answered question on the exam paper. Candidates showed an excellent knowledge of the different types of contracts available in sports businesses. The majority scored maximum marks on this question.

Question 16

16 Describe **five** methods of staff retention used by sports businesses.

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[5]

Most candidates showed some understanding of the methods sport’s businesses use to retain staff and so managed to score 2 or 3 marks. However, very few candidates were able to give enough detail in their explanation to access all of the 5 marks, they need to make sure that they give five answers in their explanation so they can access all the marks.

Assessment for learning



It is vital that centres need to make sure that candidates answer the question using the command word in the question, which in this instance was describe. So, a significant number of candidates simply identified promotion as a method of retention but unless they described the point, no mark was given. So, in the case of promotion, to achieve a mark candidates would need to say. Offering the staff member promotion within the company allows them to gain a more senior role and so they are more likely to stay with the business

Section C overview

This section of the paper continues to be the most challenging for candidates and they still score fewer marks on this section compared to Sections A and B. However, it is encouraging to report that students performed better on this section than in previous years. The questions on corruption, the negative impacts of commercialisation and the characteristics of a global private business seemed much more accessible for the candidates, and this was reflected in the marks achieved.

Question 17 (a)*

17 (a)* Using examples, describe the different types of corruption in sports businesses.

Explain whether you think that Nike has met their commitment to demonstrating Corporate Social Responsibility.

[8]

This 8-mark question is marked using a level of response mark scheme; examiners use the levels descriptors and indicative content in the mark scheme to reach a holistic judgement about the level within which the response should sit and award a mark within that level accordingly.

This question was in the main answered more successfully than in previous years, however only a minority were able to access Level 3.

In essence, candidates had to describe the different types of corruption and then use this knowledge to explain whether Nike had met their commitment in demonstrating CSR.

The least successful responses often simply regurgitated large parts of the extract and focused on the two types of corruption identified in the extract – doping and bribery. They then often just gave a definition of CSR. The best responses were structured so that they included several types of corruption which were well explained and used current sporting examples. They then related the different types of corruption to Nike specifically in order to explain whether they felt that their commitment to CSR had been met.

Only a few candidates scored 0 marks on this question because their answer was vague and irrelevant and had nothing worthy of a mark.

Question 17 (b)

(b) Analyse the negative impacts of commercialisation on sports businesses in relation to:

Who controls sport:

.....

.....

.....

.....

.....

.....

Over-reliance on funds/money from commercial sources:

.....

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.....

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.....

.....

Pressure on players:

.....

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.....

.....

[6]

This was a challenging question; it asked the candidates to apply their knowledge on the negative impacts of commercialisation to three different situations. Some were able to do this across all three areas. However, others struggled to provide creditworthy answers on the first two sections but were able to write about how commercialisation can put pressure on players.

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