Cambridge Technicals
Sport

Unit 21: The business of sport

Level 3 Cambridge Technical in Sport and Physical Activity
05872

Mark Scheme for June 2023

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

MARKING INSTRUCTIONS

PREPARATION FOR MARKING

TRADITIONAL

Before the Standardisation meeting you must mark at least 10 scripts from several centres. For this preliminary marking you should use **pencil** and follow the **mark scheme**. Bring these **marked scripts** to the meeting.

MARKING

1. Mark strictly to the mark scheme.

2. Marks awarded must relate directly to the marking criteria.

3. The schedule of dates is very important. It is essential that you meet the traditional 40% Batch 1 and 100% Batch 2 deadlines. If you experience problems, you must contact your Team Leader (Supervisor) without delay.

4. If you are in any doubt about applying the mark scheme, consult your Team Leader by telephone or by email.

5. **Crossed Out Responses**
   Where a candidate has crossed out a response and provided a clear alternative then the crossed out response is not marked. Where no alternative response has been provided, examiners may give candidates the benefit of the doubt and mark the crossed out response where legible.

   Rubric Error Responses – Optional Questions
   Where candidates have a choice of questions across a whole paper or a whole section and have provided more answers than required, then all responses are marked and the highest mark allowable within the rubric is given. Enter a mark for each question answered into RM assessor, which will select the highest mark from those awarded. (The underlying assumption is that the candidate has penalised themselves by attempting more questions than necessary in the time allowed.)

   Multiple Choice Question Responses
   When a multiple choice question has only a single, correct response and a candidate provides two responses (even if one of these responses is correct), then no mark should be awarded (as it is not possible to determine which was the first response selected by the candidate).
   When a question requires candidates to select more than one option/multiple options, then local marking arrangements need to ensure consistency of approach.

Contradictory Responses
When a candidate provides contradictory responses, then no mark should be awarded, even if one of the answers is correct.

Short Answer Questions (requiring only a list by way of a response, usually worth only **one mark per response**)
Where candidates are required to provide a set number of short answer responses then only the set number of responses should be marked. The response space should be marked from left to right on each line and then line by line until the required number of responses have been considered. The remaining responses should not then be marked. Examiners will have to apply judgement as to whether a 'second response' on a line is a development of the 'first response', rather than a separate, discrete response. (The underlying assumption is that the candidate is attempting to hedge their bets and therefore getting undue benefit rather than engaging with the question and giving the most relevant/correct responses.)

Short Answer Questions (requiring a more developed response, worth **two or more marks**)
If the candidates are required to provide a description of, say, three items or factors and four items or factors are provided, then mark on a similar basis – that is downwards (as it is unlikely in this situation that a candidate will provide more than one response in each section of the response space.)

Longer Answer Questions (requiring a developed response)
Where candidates have provided two (or more) responses to a medium or high tariff question which only required a single (developed) response and not crossed out the first response, then only the first response should be marked. Examiners will need to apply professional judgement as to whether the second (or a subsequent) response is a 'new start' or simply a poorly expressed continuation of the first response.

6.   Always check the pages (and additional lined pages if present) at the end of the response in case any answers have been continued there. If the candidate has continued an answer there then add an annotation to confirm that the work has been seen.

7.   There is a NR (No Response) option. Award NR (No Response)
   -    if there is nothing written at all in the answer space
   -    OR if there is a comment which does not in any way related to the question (e.g. 'can't do', 'don't know')
   -    OR if there is a mark (e.g. a dash, a question mark) which isn't an attempt at the question
   Note: Award 0 marks - for an attempt that earns no credit (including copying out the question)

8.   Assistant Examiners will email a brief report on the performance of candidates to your Team Leader (Supervisor) by the end of the marking period. Your report should contain notes on particular strength displayed as well as common errors or weaknesses. Constructive criticism of the question paper/mark scheme is also appreciated.

9. **Annotations**

Annotation	Meaning
BOD	Benefit of doubt
✖	Cross
DEV	Development
EG	Example/Reference
IRRL	Significant amount of material which doesn't answer the question
KU	Knowledge and understanding
L1	Level 1
L2	Level 2
L3	Level 3
MAX	Max
REP	Repeat
✔	Tick
VG	Vague

Multiple Choice Questions

Examiners indicate is answer given is correct or not by indicating '1' or '0' on the right hand side of the question.

<u>All questions other than Multiple Choice and Extended response question</u>

Tick = correct
Cross = incorrect
BOD = benefit of the doubt given
NBD = no benefit of the doubt given / also used where additional material may have been seen but no more marks gained
NR = no response attempted
SEEN = response been read but no credit given
REP = Point repeated and no further credit given

<u>Extended response question</u>

Please note that on the extended response question ticks and crosses are <u>not</u> used as it is <u>not</u> 1 tick = 1 mark.

Where applicable:

Id is used to indicate that a knowledge point from the mark scheme indicative content has been used.

Und is used to indicate that a more developed or detailed point has been made (showing greater understanding).

Eg is used to indicate where an example has been used or applied to support or develop the response.

L1 = Level 1 (for 'Levels-marked' questions only) – put at end of response to indicate level awarded
L2 = Level 2 (for 'Levels-marked' questions only) – put at end of response to indicate level awarded
L3 = Level 3 (for 'Levels-marked' questions only) – put at end of response to indicate level awarded

<u>Examiner Guidance on annotations</u>

1. General guidance:

   - mark in red ink (supervisors mark scripts they are sampling in green)
   - record the total mark for each **part question** (e.g. question 4 (a)) in the right hand margin
   - record the total mark for each **whole question/section** (e.g. question 4 (a), (b) and (c) total) at the end of the question in right hand margin – <u>circle this total mark</u>

2. For Multiple-Choice Questions (MCQs), use a **tick** or a **cross** to the right hand side of the option indicated by the learner as being their answer.

3. For points-marked questions (the majority):

   - Structured scheme: one mark = one point, represented by a **tick**
   - Keep referring to the requirements of each question
   - Take into consideration the sub-max for parts of the question where applicable and indicate '**max**' has been reached for each part as appropriate
   - Ringed mark at the end of each whole question only
   - Use only the agreed annotations when marking.

4. For the levels marked questions:

   - Keep checking for relevance of the response to the requirements of the question
   - Give '**Id**' for each numbered point in the MS indicative content (don't record the numbered point)
   - Give '**Und**' for every point that has been sufficiently developed and shown understanding (often, but not always, indicated by a bullet point in the MS)
   - Put '**Eg**' in the LH margin if a valid, relevant and accurate practical example is given
   - Use other usual annotations on the body of the script.

   - Now review again the answer.
   - Remember to keep checking whether the response actually answers the question set.

- REVIEW THE LEVELS' DESCRIPTORS AND <u>ESPECIALLY THE DISCRIMINATOR POINTS</u> TO PINPOINT THE MARK.
- Write the final mark for the question at the end of the response in the RH margin and also indicate the level awarded (**L1, L2** or **L3**).

FINALLY – remember that

- Some learners may make relatively few points but develop them well to show good understanding, meet well the generic criteria descriptors in the top level and answer all parts of the question and therefore score well.
- Some learners may make many points but may not show the depth of analysis required to match the generic criteria descriptors in the top level and therefore score less well.
- Do not be afraid to give full marks if all descriptors / discriminators are met at the required level.
- It is unlikely for learners to score 0 (nil) marks if they have attempted to answer the question set, unless the material is entirely irrelevant.
- Use your professional judgement and contact your Team Leader if you need help in applying the scheme.

THEN:
- Add up the marks for the whole question and put in RH margin and circle.
- Record all question totals on the front of the script in the grid provided on the cover.
- Add up these question totals to give a final mark and record on top left of script encircled.
- Check for arithmetical errors.
- Transfer question totals to the online mark sheet and make sure the total mark on the online mark sheet agrees with the total on the question paper.
- Ensure marks are legible on the question paper.
- Ensure every page of script is annotated – cross through blank pages and if additional pages/material has been provided and considered in the marking, annotate this in the usual way to indicate any credit given or use '**NBD**' if the material has not attracted additional marks to show it has been seen.

Question			Answer	Marks	Guidance
1			1 Ensuring there is a high quality of product/output 2 Having high quality of customer service 3 By providing services/products for specific target groups 4 By building their reputation/ensuring a positive word of mouth 5 By being successful (and celebrating/promoting this) 6 By having offers/discounts 7 Effective marketing and promotion 8 Being competitive (E.g. with pricing) 9 By offering loyalty/reward schemes	3	Accept first three responses only 6 BOD - Free samples/sessions/tasters
2			1 Part time 2 Full time 3 Permanent 4 Temporary 5 Contracted 6 Seasonal 7 Outsourcing 8 Voluntary	1	DNA - Zero hour contract
3			Lower recruitment and training costs Staff will get to know the customers	2	Only accept two boxes being ticked
4			1 Steward/Marshall 2 Scorer 3 Timer 4 Registration desk 5 First aider 6 Coach 7 Official 8 Member of the event committee/organisers 9 Refreshments/drinks station	2	Accept first two responses only

Question			Answer	Marks	Guidance
5			1 Cost of training 2 Availability of suitable training/trainers 3 Time (E.g. not having time to complete requisite training before event)	1	DNA - Lack of experience/knowledge
6			1 A way to meet social and community obligations 2 Improves organisation's reputation 3 Develop positive corporate image 4 Can be used as a marketing tool/strategy/attract more customers 5 Can increase commercial success 6 Reaching and engaging with more people from across the entire social and demographic spectrum 7 It is a regulatory requirement for many sports organisations 8 Can enable access to funding 9 It is the right thing to do ethically 10 Consumers are increasingly focussed on CSR issues 11 Sport is an effective CSR medium/sport reflects the values of CSR, e.g. fair play, caring for community, inclusivity 12 CSR more part of the culture of sports organisations now than previously	3	Accept first 3 responses only DNA - Make more profit/money

Question	Answer	Marks	Guidance
7	1 By being environmentally friendly (E.g. using compostable cutlery and cups/plates that do not create more waste) 2 Ensuring that they are economically viable/not overspend/making profit/have sufficient funds available (E.g. not operating in debt and in danger of defaulting on loans). 3 Managing and reporting sustainability (E.g. Being honest with the board/shareholders/fans about the performance of the business). 4 Sport organisations creating lasting legacy (E.g. Charitable foundations set up by sports clubs such as the Premier League's PLFC). 5 By being ecologically friendly (By switching to use an electric bus for transport between matches to prevent further damage to the planet).	4	Accept relevant example
8	1 Proving that there is a demand/need for the product or service 2 Having clear goals/targets/positive impact 3 Having a proven ability to deliver outcomes 4 Meeting any eligibility criteria	3	DNA - complete application forms/paperwork
9	1 Nike 2 Adidas 3 Umbro 4 Under Armour 5 Canterbury 6 New Balance 7 Mitre 8 Wilson	2	Accept any identifiable brand DNA - Sports shops e.g. Sports Direct

Question	Answer	Marks	Guidance
10	**Positives** 1 The club could experience increased revenue 2 Increased exposure/spotlight/promotion – the club/business will become more well-known 3 Changes people's perceptions of the club/business/Reputation (positive) 4 Motivates people to participate/can increase participation rates 5 Helps to increase the fan/supporter base/bring in more customers because of the increased attention **Negatives** 6 Negative impact on players/individuals (due to increased scrutiny) 7 Can showcase negative values/behaviours 8 Changes people's perceptions of the club/business/reputation (negative) 9 Decrease in fan/supporter base/number of customers	2	Accept one positive and one negative Can accept Pt3/8, but needs to be a different point of description
11	1 DCMS 2 Department of Health 3 Department for Education 4 NDSOs (E.g. British Blind Sport) 5 National Lottery 6 Sport England 7 UK Sport 8 Sport and Recreation Alliance 9 Youth Sport Trust	3	

Question	Answer	Marks	Guidance
12	1 Sports development 2 Setting rules/regulations 3 Organising competitions/tournaments 4 Increasing participation 5 Training coaches 6 Providing funding	4	
13	1 By offering rewards/bonuses (E.g. gift vouchers given to staff who have a great sales record) 2 By offering discounts (E.g. 10% off products/services) 3 By giving them an opportunity for promotion/progression/wage increase (E.g. giving employees the opportunity to gain promotion from within) 4 By providing regular and relevant training (E.g. providing regular, relevant training for staff) 5 By having a positive working environment (E.g. having a staff social area/staff room) 6 By having good working conditions/hours (E.g. being fair with shifts and hours so that all staff get holidays / hours at an agreed time) 7 Good team spirit so they enjoy working at the company (E.g. Having a social committee to give staff the chance to mix) 8 Offering Pension/share schemes (E.g. providing a scheme to enable staff to save/invest competitively) 9 By making the company successful so that staff will want to stay/work for the business (E.g. Making staff feel a part of the organisation so that they are loyal / want to stay)	5	

Question			Answer	Marks	Guidance
14			1 Make profit/maximising its income 2 Performance in the stock market (increased share price) 3 High positive customer feedback/having a low number of complaints 4 By monitoring the growth/reach/inclusion of the product/service 5 By having a good reputation (E.g. could come from positive press stories) 6 Working to have mostly repeat business/customer loyalty/customer retention/increase customers 7 Opening new branches/shops/expansion of organisation 8 By having a positive legacy/having legacy projects in place 9 By having success and winning trophies/competitions 10 Having a strong brand/logo and having recognisability	5	
15			1 Learning additional skills (that can be used in future employment/interviews) 2 Mental health/self-esteem benefits of being employed/a part of an organisation 3 Provides an opportunity to be 'job ready'/help them to get a job/could be looked upon favourably if a job came up during volunteering 4 Gaining meaningful work experience 5 To support other people/give back to the community 6 To help develop confidence 7 Opportunity to meet new people/make friends	5	

Question	Answer	Marks	Guidance
16	1 **Very** large teams of people (E.g. a sports equipment manufacturer like Nike employ multiple thousands of people) 2 **Complex** hierarchical structure (E.g. large sports clubs like Manchester United have managers at many different levels for different parts of the organisation) 3 Presence in every country traded in (E.g. Adidas have shops/offices around the globe) 4 Global target audience (E.g. The IPL {Indian Premier League} is watched globally, and the TV rights are sold in many countries. 5 Could be franchised (E.g. Anytime Fitness is an example of a franchised business) 6 More likely to be private, could be voluntary but not likely to be public (E.g. Hawkeye is an example of a private sector sports business)	5	

Question			Answer	Marks	Guidance
17	**(a)***		**Level 3 (7-8 marks)** **A comprehensive answer:** ● Detailed knowledge and understanding ● Effective analysis and discussion ● Clear & consistent practical application of knowledge ● Accurate use of technical and specialist vocabulary ● High standard of written communication. ● A wide range of commercialisation knowledge **At Level 3 responses <u>are likely</u> to include:** ● Detailed explanation. At the top of this level, many areas of commercialisation will be discussed. ● Terminology, which implies an understanding of commercialisation. ● Numerous examples from the case study will be included. ● Several points to be developed and/or exemplified **Level 2 (4-6 marks)** **A competent answer:** ● Satisfactory knowledge and understanding ● Discussion attempted with some success ● Some success in practical application of knowledge ● Technical and specialist vocabulary used with some accuracy ● Written communication is generally fluent with few errors. ● Some breadth of commercialisation knowledge	8	**At Level 2 responses <u>are likely</u> to include:** ● Good explanations. At the top of this level, several areas of commercialisation will be discussed. ● Terminology, which implies some understanding of commercialisation, is demonstrated. ● Examples from the case study will be included. Expect at least one detailed example for the mid-top of this level. ● Not all points are developed and/or exemplified **Level 1 (1-3 marks)** **A limited answer:** ● Basic knowledge and understanding ● Little or no attempt to discuss ● Little or no attempt at practical application of knowledge ● Technical and specialist vocabulary used with limited success ● Written communication lacks fluency and there will be errors, some of which may be intrusive. **At Level 1 responses <u>are likely</u> to include:** ● Basic discussions. Perhaps only 1 or 2 areas of commercialisation will be addressed. ● Terminology, which implies a basic understanding of commercialisation demonstrated. ● Examples from the case study might not be included. ● Little application to the context. ● Few if any developed and/or exemplified point

Question	Answer	Marks	Guidance
	1 Move from amateur to professional in sports The YouTube platform has enabled amateurs to move into a professional environment without having to go through the traditional route. This means that more people can make it as a 'pro' more easily, as long as they have the platform. 2 Commercialisation defined as 'to be managed or exploited in order to make a profit' The online streaming platforms have been used by both the participants and the sport to make money. Huge sums of money were made by the fighters and the followers of these YouTubers have paid to watch the fights, which made them a huge profit. 3 Transformation of sport from leisure activity to paid spectator/performer activity/pay to watch The role of social media platforms and the YouTubers has turned a traditional white collar boxing type scenario into a massive event – rivalling a professional bout. People are willing to pay large sums to watch amateurs, which has almost made it professional. 4 Introduction of sponsorship Companies (like Footasylum) have changed the dynamic of this being a social media event into something more reputable. The introduction of big brands has given credibility to it, and sponsors are seen to be more likely to put their name to these events instead of *regular* boxing matches due to the commercial opportunities.		5 Introduction of large media contracts to have exclusive rights to show sports Streaming services are becoming more dominant in the major sports market. YouTube, Twitch & Triller are becoming more household names. This taps into the fact that young people are accessing their TV content in non-traditional ways – streaming platforms are ahead of this. 6 Importance of Customer/Fan Engagement/Influence of Youtube athletes The relationship between the fans (followers) and the athletes/celebrities is what has led to the popularity of these events. A new audience has been brought to boxing due to the influence of Youtube stars and the fanatic support/high number of followers they have. 7 Impact of mass media Mass media has been less of a factor, but it has taken more interest as the events have become bigger. The results of the fights become bigger has led to more headlines/back page coverage in the mainstream press. 8 Influence on new social media and digital marketing in sport/Pay Per View These events are opening up new opportunities for marketing and social media. New streaming platforms are being created to support the growth of the sport. 9 Targeting of established sports stars to raise profile of event Opponents are current or former sports stars who are already famous and have their own fan base. This helps to increase interest in the event and open up more commercial opportunities.

Question			Answer	Marks	Guidance
17	**(b)**		1 Sales/tickets/merchandise E.g. Bath RFC replica kits sold in club shop	6	Submax of 3 if no examples are given
			2 Sponsorship/Media rights E.g. MansionBet or Footasylum deal for the Paul fight. PPV for high profile boxing match		
			3 Loans/bonds E.g. Tottenham Hotspur borrowing money from US banks to fund their new stadium.		
			4 Grants E.g. Sport England awarding grants to sports clubs to build new facilities.		
			5 Membership fees E.g. A local tennis club setting membership fees for the year.		
			6 Debentures (e.g. long-term season ticket/corporate facilities/private boxes) E.g. The new Wembley Stadium was part-funded by selling 20 year debentures which gave ticket holders their seat for every event at the stadium.		
			7 Philanthropic donations E.g. an owner of a football club who expects no return for their investment (not in it for profit). For example, Delia Smith at Norwich City FC.		
			8 Selling shares E.g. Larger sports clubs floating on the stock market to generate additional revenue. An example is that fans own 51% of German top division football clubs so are in charge of key decision making.		
			9 Fundraising activities/events E.g. A kids' netball club organising a car wash event to raise money for taking the club to an overseas tournament.		

Question			Answer	Marks	Guidance
17	**(c)**		1 Cheating (e.g. use of illegal equipment, foul play) Because the fights are not sanctioned by the same governing bodies as a professional fight, there is potential for rules to be broken. 2 Match fixing (e.g. throwing a game, betting patterns, spot fixing, insider dealings) Huge amounts of money in circulation could lead to fights being thrown. Also, the fact that the fighters are not professional could mean a different set of ethics. 3 Doping (e.g. use of banned substances/performance enhancing drugs, blood doping, sports not signed up to WADA code) Celebrity boxers won't be subject to the same scrutiny as professionals, so would be able to flout the anti-doping rules more easily. 4 Breaking financial regulations (e.g. financial fair play in football, salary caps, tax avoidance/evasion) Accept comments relating to potential for tax avoidance/evasion. 5 Bribes and kickbacks (e.g. vote rigging in relation to hosting major events) Potential for judges to be swayed by bribes/kickbacks to influence the result of a fight.	6	DNA points on own - must include a description or example to gain credit

Question			Answer	Marks	Guidance
			6 Money laundering through sport (e.g. investment into sports clubs from unregulated sources) High potential for this to happen – particularly with new and unknown streaming platforms and sponsors being involved. 7 Acceptance of unethical practice in sport (e.g. product sponsored by an athlete who has failed a drug test) Different ethics are in play due to athletes not being 'traditional' in the sense of what a sportsperson should be.		

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