

Mark Scheme (Results)

Summer 2012

Principal Learning Sport and Active
Leisure (SL305)

Unit 5: Globalisation and the Sport
and Active Leisure Industry

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Question Number	Answer	Mark
1(a)	<p>Award 1 mark for each example and a further mark for development.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Geographical – the location of the environment eg snow slopes for snowboarding (1) will mean that more people travel to that area to take part in the sport(1) • Technological – the development of new equipment and technology has meant that it has become cheaper to participate (1) and safer with the modern equipment available (1). 	(4)

Question Number	Answer	Mark
1(b)	<p>Award 1 mark for each descriptive point.</p> <p>e.g.</p> <ul style="list-style-type: none"> • More people have greater disposable income (1) so can afford the equipment (1) and travel to specific locations (1). • Greater access to extreme sports through media (1) encouraging more people to take up the sport(1) • More provision of specialist facilities such as skate parks (1) often in accessible urban areas (1) 	(4)

Question Number	Answer	Mark
1(c)	<p>Award 1 mark for each example and a further mark for development.</p> <p>e.g.</p> <ul style="list-style-type: none"> • People would be fitter / healthier from participating in SAL activities and so would be less prone to disease (1). • By being more active people are less likely to be obese (1) and will reduce their risk of diabetes / heart disease or other conditions brought on by obesity (1). 	(2)

Question Number	Answer	Mark
2(a)	<p>Award 1 mark for each identification</p> <p>e.g.</p> <ul style="list-style-type: none"> • Businesses will buy advertising space on billboards to show their products (1). • Taxpayers contribute to paying for major sports events by paying their money to central government (1). • Ticket are sold in advance of the event so that money can be raised to pay for the building work etc. to be completed (1). • Merchandise is sold with the events logo / mascot on to raise money before and during the event (1). • Charity events such as Soccer aid or concerts could raise money, some of which could pay for the hire of the facility (1). • Donations from the public or from businesses (1). 	(2)

Question Number		Indicative Content
2(b)		<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>Positive effects might be;</p> <ul style="list-style-type: none"> • A growth in tourism, more visitors coming to see the country and its sports venues. More tourism will create more money for the economy. • Investors / Industry bring their businesses to the country because they have seen how well organised and successful it is from watching the games. Investors trust the country to be a new base for their business. • It can be a boost to the country, a platform for them to show off the country, culture, politics, and successes. <p>Negative effects might be;</p> <ul style="list-style-type: none"> • From watching coverage on the news people might think that the country is bad, that they spent too much money hosting a large event and couldn't get it finished on time. This may prevent investors taking their business there. • People may have seen negative images about how the local people were treated in the development of the event, taking their land/homes from them to build. This might reduce tourism as people do not agree with the country's politics. • It might highlight negatives that the country did not want to show the rest of the world.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic explanation of how a country's reputation can be affected by an international sports event. Lacks depth, some examples attempted.
2	3-4	Sound explanation of how a country's reputation can be positively and negatively affected with relevant examples linked to previous sports events.
3	5-6	Focussed explanation demonstrating clear identification of a country's reputation can be positively and negatively affected by major sports events. Examples will be from named sports events and will allow the learner to go on to explain these affects with specific examples, showing a depth of understanding.

Question Number	Indicative Content	
3(a)	<p>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</p> <p>The FA might choose to use Beckham to promote Football because he is a good role model. Beckham has a large fan base in the UK and internationally, he appeals to all age groups, men and women. His clean cut, honest image is something that the sport will want to promote.</p> <p>Sport is all about integrity and fair-play and they will use a well know sports personality to promote their ethos, someone who reflects these values.</p> <p>Because people look up to the celebrity it will encourage participation. People will want to be like their role model and might take up their sport, copy them.</p> <p>It may help a country when bidding for an event if the sports governing body uses a celebrity. The famous sports person will be well known and could increase the chances of the country winning their bid. Eg Beckham helping to win the 2012 Olympic bid, he was used to represent team GB.</p>	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic identification of why celebrities are used to promote sport with little linkage to why a governing body might select them to be ambassadors.
2	3-4	Sound identification of the use of celebrities linked to why the governing body would use them.
3	5-6	Focussed explanation demonstrating clear identification of why celebrities can be used to raise the profile of sports with specific links to success and profit.

Question Number	Answer	Mark
3(b)	<p>Award 1 mark for each explanatory point.</p> <p>For example:</p> <p>They might highlight the issue and then raise money for it, eg a charity football match (1). Sports people often do lots of fundraising work (1) because they are a role model (1) people will learn about the issue and may also give money to that charity (1).</p> <p>Appearing on television means people in the UK can see other countries (1), what is happening there (1) reports for Sport Relief (1).</p> <p>Accept any other suitable responses.</p>	(4)

Question Number	Indicative Content	
4(a)	<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>Retail</p> <ul style="list-style-type: none"> • As SAL activities have become more popular there is a growing market for sports equipment and clothing. By purchasing these things the SAL industry is helping the retail industry. • By employing more people to produce equipment to sell to sports people the SAL industry is having a positive impact on the economy. • By selling equipment nationally and internationally the SAL industry is helping the economy with sales and employment revenue. • By selling equipment/clothing at the retail industry increases their profits. • By using sports personalities as models, to advertise their products more people will buy the equipment/clothing. • Large sports clubs have their own shops for selling their clubs merchandise, replica shirts etc. By selling these at an inflated price the club makes a profit. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic explanation of how the SAL industry can benefit their chosen industry.
2	3-4	Sound explanation of the benefits the SAL industry can bring to their chosen industry, linked to realistic examples.
3	5-6	Focussed explanation demonstrating clear benefits to their chosen industry. Examples will be relevant and developed to show thorough understanding of the SAL industry and its transference to another industry.

Question Number	Answer	Mark
4 (b)	<p>Award 1 mark for each explanatory point. For example:</p> <ul style="list-style-type: none"> • The Health Industry eg Lucozade can sponsor an athlete (1) this might pay for his training, entry fees etc (1). • The industry will promote events to encourage people to take part (1) and to keep active (1). • They try to make products to enhance performance (1), if the participant takes an energy drink or a food supplement they might perform better (1). • Providing first aid, physios, healthcare (1) to help athletes recover faster and with fewer 	(4)

	<p>complications (1), helping to prevent serious injuries (1).</p> <p>Accept any other suitable responses.</p>	
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Question Number	Indicative Content	
5(a)	<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <ul style="list-style-type: none"> • A negative aspect is that to compete in an international league or competition competitors have to travel to far off destinations. Often large amounts of equipment is needed eg Formula 1. Pollution will be caused by the competitors using buses and planes to travel. • When large sports events, for example the Football World Cup, are hosted often new stadium and roads have to be constructed to support the event. This will lead to noise and air pollution during the building work. • A positive aspect is that when sites are constructed for large sports events such as the Aquatics Centre in Stratford, projects are put in place to offset the negative environmental damage. For example a park might be built with lots of trees and plants to put oxygen back into the air. The developers will have an environmental plan, they will propose to create as little environmental waste as possible. • The sites to build new stadium on are sometimes on waste land and by redeveloping the land it becomes more environmentally friendly. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Basic explanation of the environmental impact a named sport or active leisure activity may have.
2	4-6	Sound explanation of the effects a named sport or active leisure activity, may have on the environment, positive and negative aspects are described.
3	7-8	Focussed explanation demonstrating good understanding of the impacts caused by a named sport or active leisure activity on the environment.

Question Number	Answer	Mark
5(b)	<p>Award 1 mark for each explanatory point. For example:</p> <ul style="list-style-type: none"> • Sports can limit the negative impact they have on the environment by using green technology (1) for example golf courses use the most efficient irrigation systems to prevent water loss (1). • Sports clubs can donate their team kits to youth teams (1) this prevents the clothes being thrown away (1) and helps save resources (1) by making less clothing (1). <p>Accept any other suitable responses.</p>	(4)

Question Number	Indicative Content	
6	<p>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</p> <ul style="list-style-type: none"> • The effect on the local and UK economy of employing the staff to produce the clothing and the effect of manufacturing costs and profits. • Pollution caused by the clothing being shipped to the UK from overseas. The overseas company may use chemicals which are banned in the UK and are harmful to the workers and the environment. Health and safety laws overseas may be less stringent than in the UK. • The ethical dilemma of clothing made overseas in sweatshops, child labour. Child labour is cheaper than paying adults, the companies overseas may use children to make the clothing. • The possibility of increasing the fan base overseas, therefore increasing revenue from the sale of tickets, merchandise and TV coverage. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-4	Basic explanation of the commercial and ethical issues raised. Some basic recommendations have been attempted with little reasoning.
2	5-7	Sound explanation of the commercial and ethical issues raised linked to relevant recommendations for the club with clear justifications / solutions.
3	8-10	Focussed explanation demonstrating good understanding of the commercial and ethical issues raised. Recommendations have been thought out and are fully justified with realistic solutions for the club.

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