



Cambridge National

Sport Studies

Unit **R051**: Contemporary issues in sport

Level 1/Level 2

Mark Scheme for June 2014

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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.

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Annotation	Meaning of annotation
	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.

Question	Answer	Marks	Guidance
4. (a)	<p>One mark from:</p> <ol style="list-style-type: none"> 1. Lack of role models. 2. Lack of money. 3. Lack of access to facilities/transport. 4. Lack of appropriate activity options. 5. Negative attitude towards participation. 6. Poor body image. 7. Peer pressure to undertake alternative more sedentary activities. 8. Activities not provided at suitable times 9. School/work commitments 	<p>1 1 1 1 1 1 1 1 1</p> <p>[1]</p>	<p>1 mark for each correct answer.</p> <p>Accept cost of facilities/equipment as BOD</p>
4. (b)	<ol style="list-style-type: none"> 1. Initiatives aimed at promoting participation/taster sessions. 2. Concessionary prices/sensible pricing/subsidised equipment. 3. Subsidised transport/free transport/specialist transport. 4. Provision of wide range of activities 5. Adapted activities that meet the needs of teenagers 6. Use role models to encourage participation. 7. Appropriate programming of sessions/ times of sessions to suit teenagers 8. Target marketing/advertising (e.g. social media) 	<p>1 1 1 1 1 1 1 1</p> <p>[3]</p>	<p>1 mark for each correct answer.</p> <p>Methods must be linked to sports centre provision to award marks.</p> <p>Do not accept 'school schemes'</p> <p>Do accept 'advertising'</p>

Question	Answer	Marks	Guidance
5.	<p>Positive Effects of media coverage</p> <ol style="list-style-type: none"> 1. More spectators/viewers increase profile of the sport./taster sessions 2. Media coverage can increase participation 3. Bring money into the sport e.g. TV rights to provide funding for sports development. 4. Increase earnings of elite sports performers through advertising/sponsorship. Celebrity status raises profile of the sport. 5. National sports events on free to air TV may broaden coverage. 6. Sport available 24/7 through various media increases exposure/profile (globalisation/instant reporting of sports performance) 7. Celebrity status raises profile/positive role models generates interest/increases participation <p>Negative effects of media coverage</p> <ol style="list-style-type: none"> 8. Focus on a range of high profile sports may affect exposure/participation rates in others sports. 9. Focus on elite performers as celebrities rather will detract from the sport itself. 10. Unprofessional conduct by elite performers reported in the media may lead to groups/individuals being put off spectating/participating. 11. Unprofessional conduct/gamesmanship shown in the media may be copied by other sports performers. 12. Sports competitions/leagues may be scheduled at times to maximise TV coverage rather than taking the needs of performers into account e.g. insufficient rest time between fixtures. 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>[sub max 2]</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>Candidate must identify effect on the popularity of a sport to gain marks.</p> <p>Do not accept role models Do not accept increases popularity of sport</p> <p>Do not accept decreases popularity of sport</p>

Question	Answer	Marks	Guidance
	13. Under representation in the media of certain social groups 14. Monopoly of pay per view is a barrier to spectatorship/viewing sport/impact on participation	1 1 [3]	
6	Role models 1. Lack of role models can reduce popularity.... 2. ... for particular groups in particular sports (e.g. British Asian footballers) 3. Positive role models for particular groups 4. ... particular groups in particular sports (e.g. British track cycling team will increase popularity) 5. Negative role models can reduce popularity 6. ...e.g. distrust in cycling results will decrease popularity	2 2 [sub max 2]	BOD 'look up to sports performers'/inspire people Response must contain an impact relevant to the point made
	Participation 7. High numbers of participants increases popularity of a sport / low number of participants can lead to decreasing popularity 8. High numbers of participants can lead to increased levels of spectatorship/low number of participants can lead to decreasing levels of spectatorship. 9. High number of participants can increase the availability of facilities and equipment/Low numbers of participants can lead to decreased availability of facilities and equipment(e.g. because football is played by lots of people, there are lots of opportunities to get involved, which helps attract more new players/spectators of the sport)	2 2 2 [sub max 2]	

Question	Answer	Marks	Guidance
	<p>Provision including facilities</p> <p>10.Lack of facilities will reduce participation/more facilities will enable more opportunity to participate and so increase popularity</p> <p>11.Lack of suitable activities to meet the needs of individuals groups will reduce popularity/ Suitable activities will enable increased popularity</p> <p>12.Better or worse facilities impacts on participation</p>	<p>2</p> <p>2</p> <p>2 [sub max 2]</p> <p>[6]</p>	<p>Except distance from facilities/lack of specialist facilities/equipment to meet needs of particular groups.</p>
7	(c) ultimate Frisbee	[1]	
8	<p>One mark for each correct identification and one mark for each development</p> <p>1. Team spirit</p> <p>2. Can help develop the ability to work as part of a team/develop a sense that the team /achieves more where everybody works together.</p> <p>3. Fair play</p> <p>4. Learning the importance of adhering to rules and being fair to others.</p> <p>5. Citizenship</p> <p>6. Presents an opportunity to get involved in the local community</p> <p>7. Tolerance and respect</p> <p>8. Sport develops an understanding of different countries and different cultures/understanding of different socio-cultural groups</p> <p>9. Inclusion</p>	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<p>Appropriate alternatives/equivalents to the examples given should be credited.</p> <p>Value and description must match to award marks</p> <p>BOD respect or tolerance</p> <p>Do not accept 'teamwork' as value</p>

Question	Answer	Marks	Guidance
	10. Initiatives/sessions aimed at encouraging regular participation can get under-represented social groups involved in sport 11. Excellence 12. Striving to be the best you can be 13. National pride 14. Regular participation will generate national pride (others/from the participant)	1 1 1 1 1 [6]	
9 (a)	Examples of high profile performers may include; Dwain Chambers Ben Johnson Lance Armstrong Justin Gatlin Marion Jones David Millar Barry Bonds Tyson Gay	1 1 1 1 1 1 1 1 [1]	Credit any known example of a banned <u>elite</u> sports performer
9 (b)	Two marks from: 1. Gain an advantage/to win/to reap financial awards/fame 2. To improve training and fitness/train for longer/train harder/improve performance (e.g. faster running times) 3. Pressure to succeed as an individual 4. Pressure to succeed from the nation/personal pressure to fulfil national expectation 5. Pressure from coach/other squad members/significant others 6. Pressure from financial rewards from winning	1 1 1 1 1 1	

Question	Answer	Marks	Guidance
	7. Perception that other athletes/performers are taking them 8. Aid recovery from injury	1 1 [2]	
9 (c)	One mark for identification One mark for description 1. Method -Testing 2. Description – more effective/varied testing methods will make detection more likely and therefore act as a deterrent/urine sample/hair sample/whereabouts rule/random testing 3. Method - Education initiatives. 4. Description - Education programmes that inform performers of the health risks of taking performance enhancing drugs and/or sanctions if caught/100% Me 5. Method - Sanctions/bans. 6. Description -Threat of sanctions and bans may act as a deterrent/lifetime bans/fines/suspensions	 1 1 1 1 1 1 [4]	2 marks max for testing
9 (d) (i)	Impact on performer. 1 mark for any of: 1. Taking performance enhancing may damage (both the short term and long term) health of the performer. 2. Future opportunities to participate will be limited/removed. 3. There may be damage done to the reputation of the performer. 4. The public will not trust the performer and whether subsequent results are achieved legitimately will always be in question.	 1 1 1 1	

Question	Answer	Marks	Guidance
	5. Performer is banned/earning potential from sport will be reduced/removed completely. 6. Improved performance	1 1 [1]	
9 (d) (ii)	Impact on sport. 1 mark for any of: 1. The public may mistrust all results achieved by all performers in that sport/group of performers. 2. The long term reputation of the sport may be damaged and result in less people participating/spectating 3. Less funding and sponsorship revenues may come into the sport as advertisers do not want to be associated with it.	1 1 1 [1]	
10 (a)	One mark for an example of sportsmanship from : 1. Giving the ball back to the opposition after a stoppage for an injury. 2. Showing respect for the opposition and others players. 3. Shaking hands before the commencement of the game/match. 4. Applauding the winners of a sports match/competition.	1 1 1 1 [1]	Credit any other suitable example.

Question	Answer	Marks	Guidance
10 (b)	<p>One mark for an example of gamesmanship from:</p> <ol style="list-style-type: none"> 1. Timewasting/slow play/ deliberately putting the ball out of play to waste time. 2. Breaking the flow of an opponents play. 3. Causing a player to take the game less seriously or to overthink his/her position. 4. Intentionally making a 'mistake' which gains an advantage over an opponent. 5. Feigning injury (e.g diving in football) 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>[1]</p>	Credit any other suitable example.
10 (c)	<p>One mark for an example of spectator etiquette from:</p> <ol style="list-style-type: none"> 1. Applauding the opposition/winners. 2. Being quiet for the national anthem. 3. Applauding good or skilled play. 4. Being quiet for sports that involve concentration from the performer. e.g. golf or snooker. 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>[1]</p>	
11	<p>Olympic Creed: "The most important thing is not to win but to take part, just as the most important thing in life is not the triumph but the struggle. The essential thing is not to have conquered, but to have fought well"</p> <p>Two marks from:</p> <ol style="list-style-type: none"> 1. Taking part is more important than winning. 2. More satisfaction is derived from preparation for sports performance and making sacrifices to maximise performance than the actual end result. 3. Winning is not as important as having tried your best. 	<p>1</p> <p>1</p> <p>1</p> <p>[2]</p>	<p>Only credit explanation of the creed</p> <p>Do accept struggle/determination in respect of point 2</p>

Question	Answer	Marks	Guidance
12	<p>One mark for each correct identification:</p> <ol style="list-style-type: none"> 1. Association football world cup 2. Commonwealth Games 3. Olympics/paralympics/winter Olympics 4. World Athletics championships 5. UEFA Champions League Final 6. Formula 1 Grand Prix 7. Wimbledon tennis finals <p>One mark for each feature:</p> <ol style="list-style-type: none"> 1. International element/bringing nations together 2. More expensive/require investment 3. Require extensive planning 4. Can be a 'one off' event 5. Can be a regular event 6. Can be a recurring event 	<p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>[4]</p>	<p>Credit any other major national or international sports event</p> <p>Do accept 'Champions League' as BOD</p>

Question	Answer	Marks	Guidance
13 (a)	<p>Three marks from:</p> <ol style="list-style-type: none"> 1. Investment in developing infrastructure/transport 2. Increased tourism/transport/spending in local economy 3. Commercial sponsors (money/external investment) 4. Sports facilities will be improved/new facilities will be built. 5. Can be a catalyst for urban regeneration. 6. Increase profile/increase in trade with other countries. 7. Morale will be improved/national pride. 8. Shop window effect 9. Employment opportunities 10. Participation may increase in some sports 	<p>1 1 1 1 1 1 1 1 1 1 [3]</p>	<p>Do not accept profit/making money</p>
13 (b)	<p>Three marks from:</p> <ol style="list-style-type: none"> 1. Bidding to host maybe expensive with no guarantee that the city will be awarded the event. 2. Event can be more expensive to host than the revenue it raises. 3. Facilities can end up not being used after the games with poor legacy planning. 4. Event can have a negative impact on status of the city if the event is disorganised.. 5. Non-Olympic sports may suffer as media only focus on those sports that are included. 6. Some of the benefits such as new facilities may not benefit the wider population across the country. 7. Increase in crime. 8. Potential increased risk of terrorist attacks. 9. A city may get into long term debt through paying off the cost of the event. 	<p>1 1 1 1 1 1 1 1 1</p>	

Question	Answer	Marks	Guidance
	10. Negative environmental impacts /litter/pollution/overcrowding/disruption through building works/demolition of property	1 [3]	
14	<p>Two marks from:</p> <ol style="list-style-type: none"> 1. Promotion/exposure in the media 2. Schemes/initiatives aimed at increasing popularity of a sport 3. Creation/implementation of policies that are designed to encourage participation such as equal opportunities 4. Use high profile sports performers to promote participation 5. Lobby government to include sport in national curriculum 	1 1 1 1 1 [2]	
15.	<p>Levels of response.</p> <p>0= nil response or response worthy of credit.</p> <p>MB1 (1-3 marks) Candidates provide simple description of the different ways in which a governing body can develop the required infrastructure for a sport to be successful. No attempt is made at explanation and there may be some irrelevant material in the answer.</p> <p>Sentences have limited coherence and structure. Errors in grammar, punctuation and spelling may be noticeable and intrusive.</p>		Do not accept sports development

Question	Answer	Marks	Guidance
	<p>MB 2 (4-6 marks) Candidates make some valid points and there is an attempt at explanation of the different ways in which a governing body can develop the required infrastructure for a sport to be successful.</p> <p>Sentences for the most part are relevant and coherent. There are occasional errors in grammar, punctuation and spelling.</p> <p>MB 3 (7-8 marks) Candidates make many points, several of which are well developed and explain in detail the different ways in which a governing body can develop the required infrastructure for a sport to be successful.</p> <p>The answer is well structured and uses appropriate terminology. There are few if any errors in grammar, punctuation and spelling.</p> <p>Indicative content</p> <ol style="list-style-type: none"> 1. Developing competition structures and tournaments 2. Providing a national directive and vision. 3. Providing guidelines, support and insurance to members. 4. Assist with facility developments. 5. Fund development for infrastructure such as new facilities 6. Create a framework of policies to govern the sport. 7. Responsible for rule-making and disciplinary procedures. 8. Provide framework for coach education in their sport. 9. Provide framework for training officials 	<p>[8]</p>	

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

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Head office
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Facsimile: 01223 552553

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