

CAMBRIDGE TECHNICALS LEVEL 3 (2016)

Examiners' report

SPORT AND PHYSICAL ACTIVITY



Unit 21 January 2019 series

Version 1

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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 can be downloaded from OCR.

Unit 21 series overview

In this third series of the examination, candidates were in the main well prepared for questions on most aspects of the unit.

Most candidates managed their time effectively with little evidence of many running out of time to complete the paper.

The recall-type questions and short answer questions in Section A were generally answered well and candidates scored well. In comparison in Sections B and C of the paper where candidates are required to write extended answers, answers are still showing a lack of fluency in written communication and at times, they stray from the requirements of the question.

Candidates performed less well on questions that demanded the application of knowledge or the candidates needed to give supporting examples. For example, In question 14 the candidates were asked to explain with examples how businesses could remain environmentally friendly and economically viable this proved to be extremely challenging.

At times a lack of clearly expressed knowledge was an issue, leading to 'NBD' (No Benefit of the Doubt) being indicated on responses. This was particularly evident with question 15 on commercialisation and on question 16a on possible funding options.

If candidates require extra space for their answers centres are asked to remind candidates 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.

Question 1

1 Identify **two** characteristics of a voluntary sector business.

1.....

2.....

[2]

This was a very straightforward question however; responses to this question were mixed. Those candidates who knew about the characteristics of a voluntary sector business scored the maximum two marks whilst the lower ability candidates often gave vague, irrelevant answers and referred to levels of participation.

Question 2

2 Which of the following is an example of a business in the public sector?

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

(a) FIFA

(b) Local authority swimming pool

(c) Sports marketing agency

(d) Sports coaching business based at a secondary school

[1]

This was answered well by the majority of candidates; only a small minority confused the sports coaching business based at a secondary school as being an example of a business in the public sector

Question 3

- 3 Give an example of each of the following types of private sector sports business and describe what they do.

Sports Retail:

Example

Description

.....

Sports Media:

Example

Description

.....

[4]

This was answered very well with candidates showing a good knowledge of private sector sports businesses. The majority of candidates were able to access full marks, by being able to give both examples and descriptions of sports retail and sports media businesses.

Question 4

- 4 True or false: all organisations which are 'not for profit' will be in the voluntary sector.

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

True

False

[1]

The majority of candidates were able to identify that this statement was false.

Question 5

5 Give **two** aims of a voluntary sector running club.

1

2 [2]

Candidates had a good knowledge of the aims of a voluntary sector club and were able to access full marks easily.

Question 6

6 Identify **three** components of the Internal Environment of a sports business.

1

2

3 [3]

This question had a mixed response showing that some centres appeared to have really taught this area very much in line with the teaching content, and candidates answers followed the exact wording of the mark scheme, for example, employees, equipment and finance. However, weaker answers showed limited knowledge of the internal environment and wrote in very vague terms.

Question 7

- 7 Explain how the following measures of success are important for sports businesses.

Winning competitions

.....

.....

.....

Legacy

.....

.....

.....

[4]

This question was not well-answered. In relation to the first part of the question, winning trophies, candidates scored better, and were able to access at least one mark through answers such as it improves their reputation or it attracts more customers. However, on the second part of the question, many of the candidates made no attempt at the question or if they did, they simply wrote about what the term 'legacy' means, which was irrelevant rather than stating how it could be used as a measure of success.

Question 8

- 8 Identify **two** benefits to customers when a sports business retains its staff.

1

2

[2]

This was well-answered and candidates often scored full marks. Candidates showed that they had a good basic knowledge of the benefits to customers of a business retaining its staff. Typically, they referred to the needs of the customer and that they can build a relationship in their answers. Where candidates did not score maximum marks answers were too vague and in some instances not attempted.

Question 9

9 Which **two** of the following are types of employment contract?

Put ticks (✓) in the **two** boxes next to the correct answers.

(a) Occasional

(b) Seasonal

(c) Short-term

(d) Long-term

(e) Part-time

(f) Holiday-time

[2]

This was well-answered by the majority of candidates, only a small minority confused short-term and long-term as types of employment contract.

Question 10

10 Sporting organisations often use volunteers to help run an event. Identify **three** factors they will need to consider when managing these volunteers.

1

2

3

[3]

This question assessed candidates' understanding of the factors that sports organisations need to consider when managing volunteers. This proved to be a challenge to many candidates, many of whom appeared to confuse this with identifying the advantages of using volunteers. Very few candidates were able to access full marks, although the better answers considered the training needs of the volunteers and the fact that they have no contract and could leave at any time.

Question 11

11 Give **two** ways that private sector sports businesses can be funded.

1

2 [2]

Responses to this question were very good, with the majority of candidates scoring the maximum marks. The two ways that private sector sports clubs can be funded were clearly identified. Where candidates did not score maximum marks this was often because they confused private businesses with the public sector.

Question 12

12 Identify **four** ways that commercialisation can benefit a sports business.

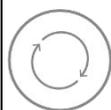
1

2

3

4 [4]

This question was answered reasonably well; however, few candidates scored full marks. Many candidates were able to identify two or three ways that commercialisation can benefit a business with increase in revenue, increased fan base and improve reputation being the most common answers. However very few candidates were able to identify four ways and so achieve full marks.



AfL

Candidates should be encouraged to give the relevant number of points according to how many marks are awarded for the question ie four points = four marks.

Question 14

- 14 Explain, using examples, how sports businesses can be environmentally friendly and remain economically viable.

Can be environmentally friendly.....

.....
.....
.....

Remain economically viable.....

.....
.....
.....

[4]

This question was poorly answered. In relation to the first part of the question, environmentally friendly, candidates scored better, and were able to access at least one mark through answers such as recycling or using solar panels. However, on the second part of the question, many of the candidates made no attempt at the question or if they did, they simply wrote about what the term 'economically viable' means, which was irrelevant rather than stating what the business could do to remain economically viable.

Question 15

- 15 Media intrusion into the lives of sports stars could be viewed as a negative effect of commercialisation.

Analyse the negative impacts of commercialisation on sports stars.

.....
.....
.....
.....

[6]

This was a challenging question for the candidates and they found it difficult to access the higher marks. Many of them only scored two or three marks and were restricted from scoring more by their lack of detail and information they had provided. This question was worth six marks and required them to analyse the negative impacts of commercialisation on sports stars. Often candidates wrote in vague terms about the impact, lacking detailed analysis and answers often included repetition of points already made.

Question 16(a)

Badminton is one of five sports to lose all UK Sport funding for the 2020 Olympics in Tokyo - after Britain claimed a bronze in the sport in Rio.

Badminton England chief executive Adrian Christy said he was “staggered” by the “incomprehensible” decision to remove the sport’s funding. Badminton, which was set a target of winning a medal in Rio, is the only sport that earned a podium place in the summer to have its funding removed. Marcus Ellis and Chris Langridge took bronze in the men’s doubles after the sport was given £5.74m in the last cycle.

Christy said the decision represents a “catastrophic impact on the sport” and Badminton England would “fight for the hopes and dreams” of its players. Christy told BBC Sport: “We have a very clear view that every sport in this country matters. “We’ve seen lots of sports that have lost their funding, we’re one of those. And as a consequence of that it’s really difficult to see how your long-term development of athletes can continue to inspire a nation. We’ve made a third of our staff redundant in the last several months, we’ve cut our performance programme in half. “Given the strength of evidence we were able to present to justify investment, we cannot believe UK Sport has concluded they should stand by their decision and award zero funding to our GB programme. “We have players who are on track to win medals for the nation at the Tokyo 2020 Olympic Games and our belief in those players remains as great as it’s ever been. We will now take some time to consider our next steps.”

Gail Emms, a silver medallist for Great Britain at Athens 2004, said she was “gutted”. She said: “It is heart-wrenching. It was bad enough in December when the initial decision was made but now we are super devastated. The players out there were really pinning their hopes on this. I was such an optimist; I thought it was going to be OK. We put forward a strong case. It is going to be tough now for the sport.”

Liz Nicholl, CEO of UK Sport, said the decision to cut funding was not taken lightly. “We would like to invest in every sport but the reality is we have to prioritise to protect and enhance the medal potential,” she said. “If we under-invest across the board then the British teams will ultimately underperform at the Games and medal success will be put at risk.”

UK Sport’s money has transformed Britain into an Olympic and Paralympic superpower, but its ‘no-compromise’ approach is under more scrutiny than ever. With falling ticket sales hitting crucial National Lottery funding, resources are undoubtedly stretched but, for the first time, sports with real podium potential are being excluded from funding, and many are now asking whether the focus on medals has gone too far.

- 16 (a)** Analyse potential funding options for elite badminton players other than from UK Sport. Support your answer with relevant examples.

[8]

.....

.....

.....

.....

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

This question was in the main poorly answered. Many of the candidates were only able to provide a level 1 answer and very few were able to access level 3. The question asked candidates to analyse potential funding options for elite badminton players. In the majority of candidate responses they simply did not consider enough possible options and if they did consider a number of options they did not support their answer with relevant examples. This immediately limited their access to the very highest marks, as there was no depth to their answer. The best answers structured their response so that it dealt with both a detailed list of funding options and then supported this with how this could help the players and gave relevant examples where appropriate. The weakest answers were brief and list-like.

Question 16(b)(i)

- (b) With no funding available, GB Badminton might need to use more volunteers when organising events.
- (i) Describe different ways that GB Badminton could use volunteers to help promote and support the sport.

.....

.....

.....

..... [3]

This was a straightforward question, asking candidates to show their knowledge of how volunteers can promote and support GB Badminton. Many candidates scored two marks on this question by simply stating that the volunteers could act as administrative staff or coaches.

Question 16(b)(ii)

- (ii) Identify some of the potential drawbacks of using increased numbers of volunteers.

.....

.....

.....

..... [3]

This question was slightly more challenging as it asked for the possible drawbacks of using increased numbers of volunteers. Learners struggled to write about three different factors and often only scored one or two marks. It is very important that once again centres re-iterate to candidates that where a question is worth three marks that candidates need to make three points.

Question 16(c)

- (c) The funding allocations decided by UK Sport are based on the potential for sports and athletes to win medals.

Describe other ways in which the success of GB Badminton could be measured.

.....

.....

.....

.....

[6]

This was a very accessible question, with the majority of candidates managing to score at least two or three marks, with 'reputation' 'increase in participation' and 'legacy' as the most common answers. However, the best answers were able to give a description that included five or six different ways the success of GB Badminton could be measured. Again, moving forwards centres need to continue to make sure that candidates are able to give both breadth and depth to their answers in order to access the higher marks on the six mark questions.

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