

Mark Scheme (Results)

January 2012

Principal Learning Sport and Active
Leisure (SL305)

Paper 1 Globalisation and The
Sport and Active Leisure Industry

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Publications Code DP030896

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Question Number	Answer	Mark
1(a)	<p>Award up to 2 marks for each correct example. e.g.</p> <ul style="list-style-type: none"> • Sports personality advertises a new brand of trainers (1) people by the product to be like him, increasing sales(1) • High profile sports personalities who are good role models (1) can influence more people to take part in sport to be like them (1) • Players from an ethnic minority such as Ikram Butt RFL player (1) encouraging more Asian youngsters to play RFL (1). • Ambreen Sadiq, young female boxer (1), encouraging young girls to get into the sport by showing how it can be positive experience (1). 	(4)

Question Number	Answer	Mark
1(b)	<p>Award 1 mark for each descriptive point. Up to a maximum of 4. e.g.</p> <ul style="list-style-type: none"> • Footballers swearing on television (1) makes parents not watch football matches with their family(1) • Sports players bringing the sport into disrepute (1) such as when allegations of match fixing are made(1) Makes people think that the sport is always fixed (1) may discourage people from going to watch live matches decreasing revenue and participation (1) 	(4)

Question Number		Indicative Content
2		<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"> • Events are expensive to prepare for (infrastructure and venues need to be built, this costs the country money.) • The money may not be recovered by ticket sales and merchandise, leaving the event organisers in debt. UK tax payers would have to help pay the debt. • International prestige from hosting events/preparing for events will attract investment or if done badly will dissuade people from investing, increasing the UK's economy. • Creation of jobs associated with the hosting of sporting events, helping the UK's economy. • Volunteering at sporting events will affect the economy – taking holiday from paid work to volunteer. • Sports tourism will increase for the sporting event. • Predicted traffic jams will disrupt commerce during the games, this could negatively affect the UK's economy. • Regeneration of brownfield sites, bringing business opportunities to poorer areas.
Level	Mark	Descriptor
0	0	No rewardable material
1	1-3	Basic explanation of how a major event can make money and cost money. Lacks depth, generic responses.
2	4-6	Sound explanation of how a large sporting event can affect the economy. Positive and/or negative affects are explained.
3	7-8	Focussed explanation clearly demonstrating how the economy benefits and/or loses out from hosting a large sporting event. There may be relevant examples linked to preparing for a specific named event. Positive and negative affects are explained.

Question Number	Answer	Mark
3(a)	<p>Award 1 mark for each skill identified and further mark for development.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Teamwork (1), they are used to playing with others and striving for the same goal (1). • Communication (1), they are used to working closely with other people under high pressure situations and are good at expressing themselves (1). • Commitment (1). • Leadership (1). • Time management (1). 	(4)

Question Number	Answer	Mark
3(b)	<p>Award 1 mark for each explanatory point.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Motivation because he has been so successful he will motivate (1) the workers to do their best at all times (1) / and be the best they can (1). • Inspiration he may inspire the workers to try new things (1) create new ways of working and focus them all on the same goal (1). <p>Award reference to dedication, discipline, time-keeping or any other realistic response.</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> <ul style="list-style-type: none"> • The SAL industry contributes to the UK's GDP by employing people in a wide range of jobs from PE Teachers to Professional Sports People. • The UK industry employs approx 2% of all UK workers and produces approx 2% of the UK's GDP. • The majority of people employed in the SAL industry work in the commercial or private sector. (approx 75%) • Private health clubs and leisure centres employ approx 50,00 staff • Football is the most popular sport in the UK. Football contributes heavily to the UK economy by selling merchandise, players and tickets. They employ a variety of staff and build stadiums. By doing this money is generated and the UK economy benefits. • Consumers spend on sport products and sport related items contribute massively to the UK economy, in 2005 sport related consumption was approx £15million. • Consumer spend on sports related items includes sports clothing, equipment, tickets to events, TV coverage and subscriptions.
Level	Mark	Descriptor
0	0	No rewardable material
1	1-2	Basic explanation of the contribution of SAL industry to the UK's GDP.
2	3-4	Sound explanation of the contribution of SAL industry to the UK's GDP, with links to realistic examples.
3	5-6	Focussed explanation demonstrating clear identification of the contribution of SAL industry to the UK's GDP with links to several realistic examples.

Question Number	Answer	Mark
4(b)	<p>Award 1 mark for each example identified and further mark for development.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Volunteers work for free (1) so money is saved by not paying them (1). • Volunteers usually love their sport and have a passion for it,(1) this encourages and motivates youngsters to join in and take part.(1) • Volunteers often are ex-players(1) and have a large amount of experience to draw from(1) 	(4)

Question Number	Answer	Mark
5(a)(i)	<p>Award 1 mark for an example identified and further mark for development.</p> <p>e.g.</p> <ul style="list-style-type: none"> • The goalkeeper admits that a goal is scored (1) although this is disadvantaging his own team (1) This shows he is playing the game fairly (1) Good sportsmanship (1). 	(2)

Question Number	Answer	Mark
5(a)(ii)	<p>Award 1 mark for an example identified and further mark for development.</p> <p>e.g.</p> <ul style="list-style-type: none"> • The player dives/cheated(1) by pretending that something happened when it didn't(1) he wants to unfairly gain a penalty (1) 	(2)

Question Number	Answer	Mark
5(b)(i)	Award up to 2 marks for outlining the term. e.g. <ul style="list-style-type: none"> Commercialisation is the need to make a profit (1) so involves running a club as a business (1). Accept an example for the second mark. 	(2)

Question Number	Answer	Mark
5(b)(ii)	Award 1 mark for each correct impact identified. e.g. <ul style="list-style-type: none"> Increased price of tickets (1) Selling of merchandise (1) High profile branding (1) Aggressive marketing (1) Fans become less important than profit (1) 	(2)

Question Number	Indicative Content	
5(b)(iii)	<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>Foreign owners bring money into the sport, however they may not be in touch with the clubs needs and what the fans want.</p> <p>Conflict may arise from the clubs owners wanting to make a profit and the fans wanting their team to do well.</p> <p>Ticket and merchandise prices may go up to ensure the club make some of a profit, this will upset fans as they want to buy the latest kit but don't want to pay more for it.</p> <p>Fans who buy season tickets may stop doing so if the prices go up, the owners may put the price up to pay for new more expensive players.</p>	
Level	Mark	Descriptor
0	0	No rewardable material
1	1-3	Basic explanation of how foreign ownership can be a positive and negative to the sport or sports club
2	4-6	A sound explanation of how foreign ownership can have a positive and negative affect on sport linked to relevant examples
3	7-8	A focussed explanation of how foreign ownership can offer opportunities and threats to sport, examples are given and fully developed showing a thorough understanding.

Question Number		Indicative Content
6		<ul style="list-style-type: none"> Local council authorities in London invested heavily in increasing / improving the public transport network in preparation for the 2012 Olympics. Train networks, bus services and park and ride systems have been put into use to discourage the use of personal travel / cars. Pollution caused by cars can be decrease by encouraging more people to use public transport and by making this option more financially attractive. There needs to be adequate refuse points on public streets and throughout the sports venues. To cope with the increase in waste, collection cycles need to be increased. Taiwan's National Stadium uses solar power to fuel it's energy demands. This means that the high voltage lights can be powered without using environmentally harmful fuel sources. During the Beijing Olympics the city put in place a system to reduce smog, pollution from cars, by using an odd/even system. Cars could only go into the city on days when their number place was selected. Odd numbers one day and even the next. This reduced the numbers of cars entering the city so reduced the levels of air pollution. The city needs to identify how it will manage the environmental consequences of hosting the event. The methods recommended to manage these effects/environmental consequences must be realistic and justifies.
Level	Mark	Descriptor
0	0	No rewardable material
1	1-4	Basic explanation of measures taken to reduce environmental impact of hosting a major sports event. Basic recommendations given and some justification made.
2	5-7	A sound explanation of the measures taken to reduce the environmental impact linked to specific sports examples. Realistic recommendations with links to justifications.
3	8-10	A focussed explanation of the measures taken to reduce the environmental impacts with named examples and developed ideas. Recommendations have been well thought out with sound justification and solutions.

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Order Code DP030896 January 2012

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