

Mark Scheme

Summer 2013

Sport and Active Leisure (SL305)
Unit 5: Globalisation and the Sport and
Active Leisure Industry

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1(a)(i)	Award 1 mark a correct identification. <ul style="list-style-type: none"> • Age • Gender • Ethnicity/ Race / Racism • Religion • Health • Financial status 	(1)

Question Number	Answer	Mark
1(a)(ii)	Award 2 marks for outline. Allow 1 mark for a relevant example. <ul style="list-style-type: none"> • Age may be a barrier to participation because young people cannot drive (1) so cannot get themselves to activities eg a leisure centre (1) • Gender can be a barrier because there are not as many football opportunities for women as men (1) so women do not find clubs to join as easily(1) • Ethnicity can be a barrier because some cultures discourage women from taking part in sport (1) so some women may not be allowed to swim in front of men (1) 	(2)

Question Number	Answer	Mark
1(b)(i)	Award 1 mark a correct identification. <ul style="list-style-type: none"> • Council has no money • Economic recession • Deficit reduction/Government cuts • Reluctance for investment 	(1)

Question Number	Answer	Mark
1(b)(ii)	Award 2 marks for outline. Allow 1 mark for a relevant example. <ul style="list-style-type: none"> • A local private health club does not have as many members (1) so decides to shut as it is losing money(1) • Council is saving money (1) so doesn't have funding for leisure centres (1) 	(2)

Question Number	Answer	Mark
2	<p>Award 1 mark for each correct skill and further 2 marks each for a relevant description of the skill.</p> <p>For example:</p> <p>Communication (1) These can be used as a manager in a retail store (1) The manager would need to communicate with his staff, letting them know what to do and when (1)</p> <p>Leadership (1) This can be useful in a public service situation eg the Police Force (1), being able to take charge and tell people what to do and make plans is very important (1)</p> <p>Cooperation (1) Cooperation is learnt through playing sports and can be used in construction, (1) being able to talk to other colleagues about how the job is being done is very important (1)</p> <p>Teamwork (1) Teamwork can be learnt from playing as part of a sports team and can be used in the media (1) as you work with other people and other teams of people to produce a newspaper or TV show (1).</p>	(6)

Question Number		Indicative Content
3		<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.</i></p> <ul style="list-style-type: none"> • Hosting a major sports event puts your city and county under the spotlight of the whole world. Everyone watches to see how well your country can cope with the publicity it brings. • The host city may face huge financial debts due to hosting an event and the cost of paying for new facilities and infrastructure upgrades. After the 1976 Olympic Games the host city of Montreal was very embarrassed by the poor image the city had gained and the negative images shown of their country. Greece hosted the Olympics in 2004 and did not have all of their facilities ready in time, which made the city and the country look bad. A negative image can be damaging to a country and can last for decades. It is important for the UK economy that all events hosted by our cities gain a good image and give the world a good impression of how well our country can run events efficiently and smoothly. • The host city will make a profit from more visitors' spending money in their city, this might be on accommodation, transport or in restaurants. • If the sports event has been advertised and tickets have been sold in advance the host country can recoup some of the money spent on building the facilities for the games and start to pay back the debt. <p>Examples could come from any of: Environmental, economic impact, regeneration, national tourism, national reputation, legacy</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-4	Some basic explanation of how a major sports event can have an impact on the UK. Examples may be offered but not used to support the points.
2	5-7	A sound explanation of how sports events can have an impact on the UK, some reference to either positive or negative affects. Some use of relevant examples to illustrate relevant points. Max 5 marks if no examples used.
3	8-10	A thorough explanation of how sports events can have an impact on the UK, both positive and negative affects. Relevant examples used to illustrate points.

Question Number	Answer	Mark
4(a)	<p>Award up to 4 marks for an explanation. Allow 1 mark for a relevant example.</p> <ul style="list-style-type: none"> • The business will have their logo all over the merchandise, the tickets, the venue and the advertising material. (1). The sponsors name will be recognised and will be memorable.(1) When people then look to buy the sponsors type of product they will more probably choose the sponsors product.(1) • If more people see the sponsor more people will buy their product.(1) If more people buy their product the business will get more money.(1) • If the sport / event is successful it will make the business look successful too.(1) So more people will like them and buy their product.(1) • If the business can use a sports event to advertise their product it may give the product a healthy image (1) and attract more customers because they think they are buying into a healthy lifestyle (1). 	(4)

Question Number	Answer	Mark
4(b)	<p>Award up to 4 marks for an explanation. Allow 1 mark for a relevant example.</p> <ul style="list-style-type: none"> • If a sport or individual performs badly the business will be associated with poor performance(1) • If the sport or individual does not meet contractual obligations then there will be no positive relationship/exposure(1) • If the media finds the sport or individual to be behaving badly the sponsor may not want to be associated with this(1) • If the sport or individual is caught taking performance enhancing drugs then this will be seen as cheating, sponsor will not want to be associated with cheats(1) • Increase in fake merchandise which does not benefit the sponsor economically(1) 	(4)

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.</i></p> <ul style="list-style-type: none"> • Anti-doping policies are in place in all sports to prevent drug taking and cheating in sport. There are huge benefits that come with winning, whether you are the manager, club owner or a player there is a massive incentive to win. People may be tempted to cheat to give themselves a better chance of winning. • Player's salaries can be capped so that smaller clubs can afford players. No one player will become too expensive for any club to buy. • Clubs can have their player budget capped; this would mean that all clubs play an even team. In rugby league all teams have the same amount of money to spend on players. This means that there will never be a club dominating the game with all the most expensive / best players. • Some NGBs are putting rules in place for purchasing/ownership (eg number of foreign players in teams). • Codes of conduct should be followed by all players, but some seem to get away with breaking it and still being played or allowed to compete in their sport because they are untouchable. The player / athlete may be very good and the manager does not want to leave them on the bench. The player may be influential over the team and so the manager will play him. It may be that the club owner has broken the code of conduct, and because he is the owner and holding the purse strings he gets away with it. • The NGB aims to ensure that the sport is kept reputable; they want to attract money in the form of sponsorship to fund their events. The NGB has been commercialised and runs to make a profit.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	A basic explanation of how NGBs can strike a balance between ethics and commercialisation.
2	3-4	A sound explanation of how NGBs strike a balance between ethics and commercialisation, positive and or negative links may be made.
3	5-6	A thorough explanation of how NGBs strike a balance between ethics and commercialisation, positive and negative examples will be provided.

Question Number	Answer	Mark
5(b)	<p>Award up to 3 marks for an explanation. Allow 1 mark for a relevant example.</p> <ul style="list-style-type: none"> • NGB's can increase access to SAL by organising coaching awards/courses (1). These courses will allow more people to become qualified in their sport and then to coach youngsters / beginners (1). Coaching courses might be for the volunteers at a sports club or parents of the children taking part, by becoming qualified coaches they will be able to start up new clubs in their own communities (1). • Specific junior clubs • Specific clubs targeting the elderly • Specific disability provision • Funding to develop provision • Putting on transport • Providing grant aid 	(3)

Question Number	Answer	Mark
6(a)	<p>Award 1 mark for each correct point. Up to 3 marks.</p> <p>Fair trade is the ethical production of goods (1). The people who manufacture the goods are paid fairly (1) and work in safe conditions (1). The people are not exploited (1). No use of child labour (1)</p>	(3)

Question Number		Indicative Content
6(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> <ul style="list-style-type: none"> • If merchandise in sweatshops where people are paid a low wage then costs will be lower. As a result profits for a company will be higher. This will result in a greater variety of sports merchandise being available in the UK and at a low cost. Sales will increase. • Customers could see this as being un-ethical so will refuse to buy products that are not produced fairly. This could mean a reduction in sales and profits for organisations using unfair – trade and methods. • Recent recession and inflation may lead people to ignore ethical issues.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	A basic explanation of how fair trade can impact the sales of sport and active leisure merchandise. Answer may be limited to either negative or positive impacts.
2	3-4	A sound explanation of fair trade issues and how they can impact sales of sport and active leisure merchandise. The answer may include both positive and negative impacts, though either can achieve top of level.
3	5-6	A thorough explanation of the impacts of fair trade on sale of sport and active leisure merchandise which examines both negative and positive impacts.

Question Number		Indicative Content
7		<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>The benefits to the local people are outweighed by the cost of the new development. More jobs / opportunities will be created. There will be more activities available for people to join in with. It will increase the community spirit and will make the community stronger, fitter and will give a new home to the football and rugby teams.</p> <p>I would select the new sports build development because although the land used is green belt the benefits outweigh this cost. The sports village will be built to blend in with the country side and will give the local people increased access to the land. Increase revenue from the football and rugby teams will go towards paying for the new build as will the new larger sports ground.</p> <p>I would recommend that the football and rugby teams rent the sports ground so that there is money up front to pay for some of the initial development. There could be an agreement where the teams rent the training ground, fields, so that there is always some income being generated. Schools and clubs could hire the facility for a reduced fee which would also generate income.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-4	A basic explanation of the development selected which shows some recommendations and justifications as to why the development has been chosen.
2	5-8	A sound explanation of the development selected, looking at both sides and giving recommendations and justifications to support their selection.
3	9-12	A detailed explanation of the selected development with thorough recommendations and justifications as to why this development was selected.

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