

Examiners' Report/
Principal Examiner Feedback

Summer 2012

Principal Learning Sports and Active
Leisure (SL305)

Globalisation and the Sport and Active
Leisure Industry

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PRINCIPAL EXAMINER'S REPORT – Level 3 Unit 5

General Comments

This was the third series for this paper. The paper appeared to be accessible to candidates with the full range of marks being achieved. Most candidates were able to respond effectively to the majority of the questions. There was evidence that most candidates had been effectively prepared, with the majority responding positively to the tasks set, offering valid answers. Almost all of the candidates answered all questions.

On the whole, candidates appeared to be familiar with the command verbs in the questions. Candidates also appeared to manage their time effectively and most were able to fit their answers into the spaces provided on the question paper. The vast majority of candidates appeared to complete the paper in the time available, with little evidence of rushed work towards the end.

It was clear that a minority of candidates did not make full use of the stimulus material provided in the question. The emphasis in this paper is on candidate's application of their knowledge to a variety of practical situations. The higher marks, particularly in levels of response questions, will always focus on the ability to demonstrate application rather than theory. Candidates need to ensure that any ideas or suggestions they make are realistic and appropriate for the circumstances of the stimulus.

As this is a work-related subject, the external examination seeks to put the candidates in applied situations and ask them to respond to these. It is essential that centres stress to candidates the need to read the stimulus information carefully before they answer questions, and be prepared to use that information within their responses. Where candidates are unable to apply the stimulus in their answer it will significantly restrict the number of marks candidates can receive. Generic responses will only gain limited credit.

The mark scheme rewards candidates who demonstrate their ability to use higher level skills in their responses, the mark scheme does not allow for more points to be awarded at the same level. Hence it will be candidate's ability to both apply their responses and offer a correct interpretation of the command words that will allow them to rise to the top levels of the mark scheme.

Individual Questions

The wording and terminology used in the questions appeared to be accessible to the candidates and they were able to complete the paper in the time available.

Question 1a

Many candidates were able to answer this question correctly to achieve 2 marks, however they often struggled to develop their answer further to achieve 3-4 marks.

Most candidates were able to state a geographical and technological force eg the location of a ski slope is determined by the natural geography or the sport has become safer because of technological advancements but did not follow these up with examples.

Question 1b

Many candidates were able to answer this question correctly and were awarded 3-4 marks. Often candidates failed to apply their second example, so 3 marks were awarded. Some candidates attempted to provide 2 weak examples of how economic forces have led to extreme sports attracting more people. Such as; because rock climbing is cheap more people may take it up, they don't need to buy equipment, they can rent it. These examples need to be expanded to achieve full marks.

Question 1c

Candidates were asked to outline how an increase in people participating in SAL activities may reduce the burden on the healthcare system. This question was answered well, with most candidates achieving 1-2 marks. Basic answers may have included; people doing sport are less likely to get ill or injuries. More advanced responses may have been; sports help people live a healthier lifestyle, it reduces the chance of catching many illnesses and diseases especially those associated with the heart and lungs. So if people participating in SAL are healthier there will be less need for the NHS and less money will need to be spent on it.

Question 2a

Candidates identified two ways in which money can be raised to pay for major sporting events such as the Olympics. Most candidates were successful in doing this and gained full (2) marks. Basic answers could include; increase government taxes, public donations, hosting concerts (hiring the facility). More advanced, sophisticated answers included; merchandise can be sold with the events' logo on it, tourists would be these products. The national lottery money can help provide money for the facilities to be built. A percent of every lottery ticket sold goes to charities.

Question 2b

This question allowed candidates to draw upon a good range of examples. Answers ranged from examples of Beijing, London 2012, Manchester commonwealth, Greece 2004, Canada and the current Football Euro Cup. The question asked candidates to explain how a major sporting event can have positive and negative effects on a country's reputation. Basic responses referred to a country's reputation being improved if a sports

event goes well and if it is bad they will get a bad reputation. If the TV coverage shows people fighting at the event other countries will think that the host country is bad. If the opening ceremony goes well it will be televised and all the countries will think the host are good. Candidates who referred to their examples and were able to demonstrate a clear understanding of how a country's reputation can be positively and negatively affected by hosting a major sports events achieved higher marks. A focussed explanation was key to achieving marks in MB3.

Question 3a

Most candidates attempted this question and were able to give some basic identification as to why celebrities are used to promote sport and why a national governing body might select them to be an ambassador. Better answers included reference to how a sports celebrity can raise the profile of an organisation and help them to increase success and profit. Answers included reference to Beckham being huge worldwide, a role model to millions. Anything he does for charity or for promotion will get people talking all around the world. Beckham's good reputation would rub off onto whoever he is working for and people will think that that organisation is also good. Beckham has a good knowledge of the sport and a good reputation as being hard working and honest. Organisations want to be associated with and work with people who have the same morals and expectations as them.

Question 3b

Candidates provided an explanation of how a sports personality can help raise awareness of ethical issues. This question was not answered by all candidates; most of those who did scored 2-3 marks. These answers often lacked enough detail to achieve full marks. Basic responses included; in football there is a lot of racism, footballers may work for kick it out. More developed answers included; sports people will have their own fan base, by working with a charity they can bring more attention to the need to help raise money. These people are very influential and can front campaigns to raise awareness eg Lewis Hamilton worked with UNICEF to raise awareness of child poverty. People will listen to him because he may use more basic terms, so they understand what the charity is trying to do and people will donate to his charity.

Question 4a

This question had a mixed response from candidates. Candidates mainly chose to explain the retail industry; this seemed to provide them with more scope / examples. Candidates who explained law or journalism did very well if they appeared to know about these specific industries those who didn't scored very low marks. Markband 1 answers included a basic explanation of how SAL can affect their chosen industry, for example; sports people can have a huge influence on sports merchandise. People will want to buy the equipment that their favourite sports person uses. So the retail industry benefits or; sport gives journalists something to write about, there are sports matches all the time so journalists can write articles for papers about what has happened. Markband 3 answers included a focussed explanation demonstrating clear benefits to their chosen industry. These candidates used examples which were relevant and developed to show thorough

understanding of the SAL industry and its transference to their chosen industry.

Question 4b

This question was not answered well with most candidates accessing 1-2 marks. Candidates were asked to outline two ways in which the health industry can benefit participants in the SAL industry. Most candidates gave very basic identifications of what the health industry does eg make people better and reduce the burden on the NHS, rather than specific examples of how the industry can benefit participants eg the health industry can help sports people follow a better diet which would help them to become stronger, eg protein bars to help develop more muscle and therefore increase their performance.

Question 5a

Overall this question was generally answered well. However, some candidates confused environmental with sociological impacts and gave reasons to why and how sport would bring communities together. Better candidates gave a focussed explanation demonstrating good understanding of the impacts caused by a named SAL activity on the environment. Weaker candidates identified a sport and provided basic impacts it may cause eg ice hockey - Litter from the fans, noise from the fans, people that drive their cars will make co2. Energy will be used to light up the stadium and all of its signs. Burger vans will use energy and make litter.

Question 5b

This question was answered well, but there were a few candidates who had confused impacts on the environment with social impacts and gave responses such as, you could get old and young to play football to break down barriers. Candidates had to identify two ways in which a sport can limit the negative impact it has on the environment. Candidates scoring 1-2 marks might suggest that a new stadium could be built on the ground of the old one or that the sport is played in daylight hours so you don't need electricity for lights. More developed responses would link the effect on the environment to a solution eg shuttle buses could run between major stations or cities/towns and collect fans to save them driving and creating more air pollution from car exhaust fumes.

Question 6

This question had a mixed response. Candidates generally provided sound explanations of the commercial and ethical issues raised and linked these to relevant recommendations for the club with clear justifications / solutions. When these explanations were not developed candidates scored marks within markband 1. Candidates who gave a focussed explanation and applied their answer providing realistic recommendations and justifications scored marks in markband 3. A basic response may include reference to the company choosing to stay with the same company in the city then there won't be much money coming in. It won't attract people, it will be the same stuff and people won't want to buy it. Candidates who developed their answer and looked at both sides in more detail might explain the effect on the local and UK economy of employing the staff to produce the clothing. The effect of manufacturing costs and profits. Pollution caused by the

clothing being shipped to the UK from overseas. The possibility that Health and safety laws overseas may be less stringent than in the UK. The ethical dilemma of clothing made overseas in sweatshops using child labour. The possibility of increasing the fan base overseas, therefore increasing revenue from the sale of tickets, merchandise and TV coverage.

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