Write your name here

Surname		Other names

Edexcel
Principal Learning

Centre Number

Candidate Number

Sport and Active Leisure
Level 3
Unit 5: Globalisation and the Sport and Active
Leisure Industry

Friday 20 January 2012 – Afternoon
Time: 1 hour 30 minutes

Paper Reference
SL305/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
  – *there may be more space than you need*.

Information

- The total mark for this paper is 60.
- The marks for **each** question are shown in brackets
  – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ▶

Answer ALL questions. Write your answers in the space provided.

1 One of the global forces affecting the UK sport and active leisure industry is the socio-cultural force. One way in which this occurs is through the involvement of sports celebrities.

(a) Outline **two** ways in which sports celebrities can have a positive effect on the sport and active leisure industry.

(4)

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(b) Describe how sports celebrities can have a negative effect on a sport.

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(Total for Question 1 = 8 marks)

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2 The hosting of the Commonwealth Games in Delhi was affected by a number of problems, such as the late selling of tickets. This meant that some venues appeared empty on international television. This may have had a negative effect on India's international reputation and its economy.

Hosting large sporting events can also have positive effects on a country's economy.

Explain how hosting a large sporting event, such as the 2012 Olympics, may affect the UK economy.

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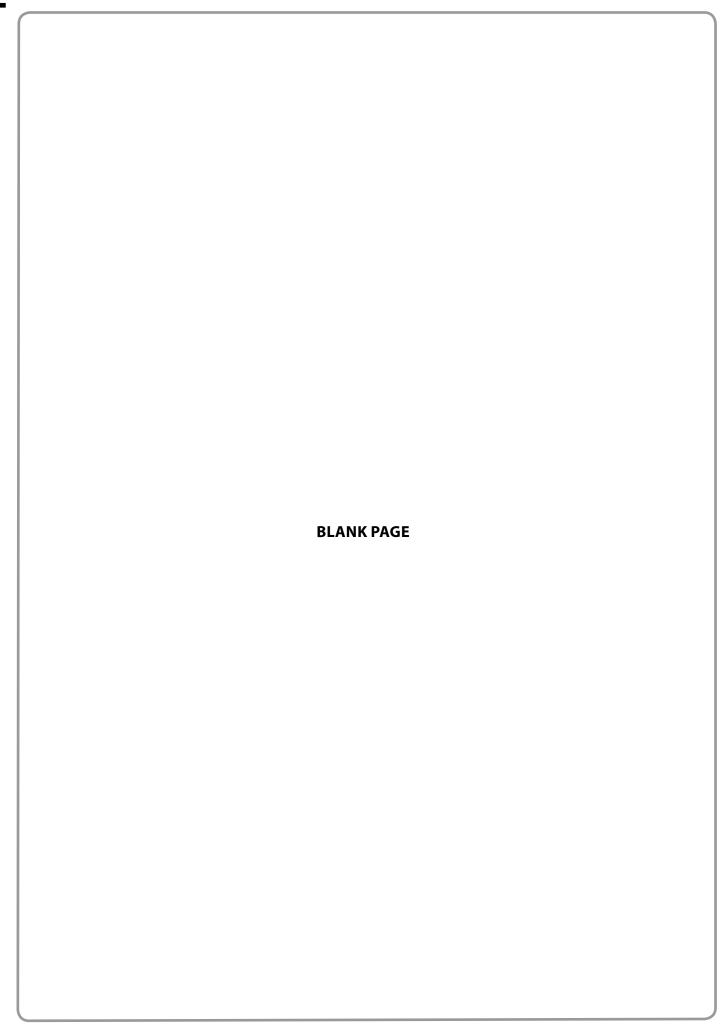
(Total for Question 2 = 8 marks)

3

'Sir Steve takes on industry'

The rower, Sir Steve Redgrave, won five gold medals in separate Olympics and proved himself the greatest Olympian Britain has ever seen. Now retired, he often works as a guest speaker and is in demand from a wide range of businesses.

(a) Outline **two** transferable skills a sportsperson might have that could be of benefit to a business.

(4)

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(b) Often people that work for a business listen to guest speakers such as Sir Steve Redgrave giving a presentation.

Explain how a business's workforce may benefit from listening to a speech from a successful sportsperson such as Sir Steve Redgrave.

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(Total for Question 3 = 8 marks)

4 The contribution of the sport and active leisure industry to the UK's gross domestic product (GDP) has increased over the last 10 years.

(a) Explain how the sport and active leisure industry contributes to the UK's GDP.

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(b) All sports clubs use volunteers.

Explain the benefits to the sports clubs of using volunteers.

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(Total for Question 4 = 10 marks)

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5 The following are extracts from commentaries on two incidents in a football match.

'It's a goal…or is it? Did the ball cross the line? The goalkeeper is indicating that it did and replays show that he was right. That's one – nil to the Rovers.'

Extract 1

'Smith has the ball in the penalty area, he goes down under Howard's tackle and is claiming a penalty. Although the replay shows that Howard did not touch him.'

Extract 2

Extract 1 is an example of good ethical behaviour by a player. Extract 2 is an example of poor ethical behaviour by a player.

(a) (i) Explain why Extract 1 is an example of good ethics.

(2)

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(ii) Explain why Extract 2 is an example of poor ethics.

(2)

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(b) The increase in the commercialisation of sport has brought many changes. One of these has been an increase in foreign ownership of English football clubs. Most of these owners have made their money in other industries and are new to the sport and active leisure industry. Their motivation for buying these clubs is usually to make a profit. They do not always do what is best for the sport.

(i) Outline what is meant by commercialisation.

(2)

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(ii) Identify **two** possible impacts of commercialisation on a sports club.

(2)

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(iii) Explain how foreign ownership of sports clubs offers both opportunities and threats to the future of the sport.

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(Total for Question 5 = 16 marks)

6 When a city bids to host an international sports event it needs to identify how it will manage the environmental consequences of hosting the event.

Using examples from major sporting events you have studied, recommend measures that a city can take to manage the environmental consequences of hosting a major sporting event. Justify your recommendations.

(Total for Question 6 = 10 marks)

TOTAL FOR PAPER = 60 MARKS

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