

Mark Scheme (Results)

Summer 2014

GCE Physical Education (6PE01/01)
Unit 1: Participation in Sport and Recreation

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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.

6PE01/01 – June 2014 mark scheme

This mark scheme contains indicative guidance for examiners.

Any answer provided by a student that is technically correct and within the appropriate context should be credited by the examiner.

Question Number		Mark
1(a)	<p>1 mark for the definition. Max of 3 marks for 3 appropriately identified concerns.</p> <p>1. An issue that is pertinent or topical for today’s society / modern day issues</p> <p>Any three from:</p> <p>2. CHD 3. High cholesterol 4. High blood pressure 5. Diabetes 6. Obesity 7. Metabolic syndrome 8. A sedentary lifestyle 9. Stress. 10. Aging population 11. Access</p>	(4)

Question Number		Mark
1(b)	<p>No mark for identifying the concern but the concerns must be identified to enable the marks to be awarded.</p> <p>Up to 2 marks for each explanation of a contemporary concern</p> <p><u>CHD</u> Cause</p> <p>1. Over eating 2. lack of activity 3. Over reliance on sugary diets 4. too much bad fat in the diet 5. Smoking / alcohol consumption 6. Can be inherited / genetic makeup or predisposition</p> <p><u>High Cholesterol</u> Cause</p> <p>7. Is a disease associated with high levels of LDL cholesterol. 8. Lack of physical activity 9. Hereditary tendency 10. Poor diet / diet high in salt, processed foods, saturated fats 11. Smoking / alcohol consumption</p>	

	<p><u>High Blood pressure</u> Cause</p> <ul style="list-style-type: none"> 12. Being over fat / obese 13. Lack of activity 14. Poor diet 15. Smoking / alcohol consumption 16. Stress <p><u>Diabetes</u> Cause</p> <ul style="list-style-type: none"> 17. Can be inherited / genetic makeup or predisposition. 18. lack of activity 19. Poor diet / too much sugar. 20. Illness can bring it on. 21. overweight <p><u>Obesity</u> Cause</p> <ul style="list-style-type: none"> 22. Calorific income exceeds calorific expenditure 23. Increased sedentary lifestyles 24. High fat / sugar diets / alcohol <p><u>Sedentary lifestyle</u></p> <ul style="list-style-type: none"> 25. Labour saving devices 26. Increased non active recreational activities / Availability of computers / technology 27. A perceived lack of fitness, access, resources or time <p><u>Stress</u></p> <ul style="list-style-type: none"> 28. Increased work pressure and expectation 29. Poor diet increasing health concerns adding to poor health 30. Increased sedentary activity provides less opportunity to relieve stress <p><u>Aging population</u></p> <ul style="list-style-type: none"> 31. Increased mortality rates / improved medication / increased proportion of the population that is elderly and dependent 32. Increased sedentary lifestyles 33. Poor diet leads to more elderly living up on drug dependency <p><u>Access</u></p> <ul style="list-style-type: none"> 34. NB. Issues regarding opportunity or provision must be related to a specific group in society rather than referred to generically. <p><u>Metabolic Syndrome</u></p> <ul style="list-style-type: none"> 35. Lack of physical activity 36. Poor diet 37. prone to other medical conditions 	(4)
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Question Number		Mark
1(c)	<p>NB. The contemporary concern must be identified in order to score the marks available.</p> <p>A max of 3 marks are awarded for reference to a singular concern.</p> <p><u>CHD</u></p> <ol style="list-style-type: none"> 1. Helps to burn off fat / prevents the build-up within the coronary arteries / helps to maintain a regular passage of blood through the arteries 2. Reducing blood pressure / chance of heart attacks or strokes 3. Helps to maintain arterial elasticity 4. Promotes a healthy lifestyle / less likely to eat fatty foods. <p><u>High cholesterol</u></p> <ol style="list-style-type: none"> 5. Promotes an increase in good cholesterol / HDL 6. Encourages the body to utilise LDL as an energy source 7. Promotes a healthy lifestyle / less likely to eat fatty foods. <p><u>High blood pressure</u></p> <ol style="list-style-type: none"> 8. Helps to relieve stress which can be a cause of it. 9. Helps to prevent CHD which can cause it 10. Encourages vascularisation which helps to counteract a build up of pressure. 11. Promotes a healthy lifestyle / less likely to eat fatty foods. <p><u>Diabetes</u></p> <ol style="list-style-type: none"> 12. Helps to regulate blood sugar. 13. removes excess sugar from the blood 14. Promotes a healthy lifestyle / less likely to eat fatty foods <p><u>Obesity</u></p> <ol style="list-style-type: none"> 15. Helps to increase energy expenditure which burns fat 16. Increases BMR / encourage fat and or weight loss. 17. Promotes a healthy lifestyle / less likely to eat fatty foods. 18. Obesity can lead to other concerns, so exercising to reduce the effect of obesity can reduce these other concerns. (e.g. CHD, High Blood pressure, Diabetes, and the associated conditions) <p><u>Aging Population</u></p> <ol style="list-style-type: none"> 19. Exercise helps to offset the aging process 20. Exercise aids muscle retention which helps regulate fat gain so limiting obesity, CHDD and other concerns 21. Exercise helps to maintain mental capacity 	

	<p>22. By exercising the population should be healthier and therefore less of a financial burden on the NHS/country</p> <p><u>Sedentary lifestyle</u></p> <p>23. By being physically active you are no longer sedentary</p> <p>24. By no longer being sedentary you have less likelihood of suffering from other hypokinetic concerns.</p> <p>25. By being physically active you will maintain a good state of health</p> <p>26. By being physically active you are likely to have a high BMR so are less likely to store excess weight / experience weight fluctuations.</p> <p>27. You are more likely to leave a healthy lifestyle</p> <p>28. Being active helps to offset the aging process</p> <p><u>Stress</u></p> <p>29. Enables a physical relief</p> <p>30. Enables the body to rest the stress receptors</p> <p>31. Can release tension and so improve mental and social wellbeing</p> <p>32. Can remove the factors such as high blood pressure, excess fat, high cholesterol levels and other factors which cause the fat.</p>	(3)
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Question Number		Mark
2(a)	<p>1 mark for the definition and a max of 2 marks for appropriate characteristics.</p> <p>Definition.</p> <ol style="list-style-type: none"> 1. Is training where the intensity of exercise remains constant or similarly phrased. <p>Characteristics</p> <ol style="list-style-type: none"> 2. Is associated with <u>low to medium intensity</u> (60 – 80% of MHR) for a <u>long duration</u>.(if a specific reference to time is given in an answer it should be of a minimum of 20 minutes, anything shorter would be more in keeping with long intervals) 3. Is associated with aerobic fitness benefits 4. Can be associated with fat loss / skill learning <p>Nb. The answer must link low / medium intensity with long duration to score a mark; either by itself is considered too vague at this level.</p>	(3)

Question Number		Mark
2(b)	<p>Any 3 points from the list below for a max of 3. Points can be stand alone or linked as is appropriate.</p> <ol style="list-style-type: none"> 1. Is good for recovery 2. Is good for skill repetition 3. Is easy to carry out / often requires little planning / equipment / money or expensive equipment / can be performed alone. 4. Is less demanding on the body then more intense methods of training / perceived to be an easier mode of training 5. Low risk health benefits associated with it as the intensity is low 6. Is easily associated with endurance benefits (cardiovascular, localised muscular, aerobic) and therefore with a wide range of different sports 7. Is often associated with improved health benefits / and or weight or fat loss 8. Intensity and duration can be adapted to suit the individuals needs 9. Progressive overload is easily applied 	(3)

question Number	Describe how continuous training might lack true sports specificity (2)	Mark
2(c)	<p>Max of 1 for reference to anaerobic or power based sports.</p> <ol style="list-style-type: none"> 1. Lack of real adaptability to other components of fitness other then endurance based components e.g. not relevant to a sprinter or power based athlete. 2. Although it develops aerobic fitness benefits the fact that intensity is constant is not sports specific 3. Intensity in long distance races may change because races included tactical changes in pace and varying terrain 4. Many sports have breaks or intervals / many sports have a stop start nature. 5. For continuous training to offer physical benefits the training duration would often exceed that of the associated sports performance duration. 6. The intensity chosen is often too low to be of real physiological benefit 	(2)

(Total 8 marks)

Question Number		Mark
3a	<p>NB. The term being defined CANNOT be used as part of the definition.</p> <p>1 mark for each definition up to a maximum of 4 marks.</p> <ol style="list-style-type: none"> <u>Speed</u> The time taken to cover a distance; or The time taken to move a body part or whole body through a range of movement / cover a distance as fast as possible. <u>Strength (maximal)</u> Greatest or maximum force that can be exerted once <u>Aerobic endurance</u> Ability of the body to sustain sub-maximal aerobic activity for an <u>extended period of time</u> / the ability of the aerobic energy pathway to meet the demands of an activity without undue fatigue <u>Muscular endurance</u> Ability of a muscle / <u>muscle group to perform repeated muscular action</u> for an <u>extended period</u> of time without enduring fatigue 	(4)

(Total 4 marks)

Question Number		Mark
3b	<p>The explanation must link the component of fitness to the sport as seen in the examples below.</p> <p>1 mark for each explanation up to a maximum of 4 marks.</p> <ol style="list-style-type: none"> <u>Speed</u> A winger in rugby has to cover the distance <u>before an opponent</u> / get to the ball <u>before an opponent</u> / get away from or catch an opponent. Or A sprinter needs to get from the start to the finish faster than his/her opponents or the <u>fastest possible time</u> <u>Strength (maximal)</u> Olympic weight lifter has to exert the greatest possible force to lift the weight which is <u>lifted once</u> only. / lift the <u>heaviest weight</u> E.g. in a game situation resisting an opponent. 	

	<p>3. <u>Aerobic endurance</u> NB reference must be made to the need for <u>energy / aerobic nature over a suitable time or distance</u> e.g. A marathon (or other appropriate specified distance) runner needs to work aerobically / needs to <u>provide energy</u> / for the duration of the activity (reference to a long duration).</p> <p>4. <u>Muscular endurance</u> NB reference must be made to the need for <u>muscles to perform repeatedly for an entire event of an appropriate duration</u> e.g. Cycling as the cyclist performs the same muscular activity repeatedly between 60 and 100 times a minute for several hours, efficiency of performance needs to be maintained for the entire duration.</p>	(4)
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Question Number		
4	<p>NB. Myoglobin is a muscular not cardiovascular component A generic mark can be awarded for vascularisation without reference to a location or max of two for specified locations.</p> <p>A maximum of 6 marks for 6 appropriately identified adaptations.</p> <ol style="list-style-type: none"> 1. Vascularisation / capillarisation of the lungs / Alveoli 2. Vascularisation / capillarisation of the localised / working muscles / heart 3. <u>Cardiac</u> hypertrophy 4. increased end diastolic volume 5. Increased thickness of ventricular myocardium 6. Increased strength of ventricular myocardium / increased strength of cardiac contractions 7. decreased end systolic volume 8. Increased Cardiac Output / increased blood flow 9. Increased speed of venous return 10. Increased Stroke volume 11. Increased RBC count / haemoglobin 12. Bradycardia / lower resting heart rate 13. Decreased blood viscosity 	(6)

Question Number	
5	<ul style="list-style-type: none"> • The <u>discussion should centre on the advice given</u>. This will vary between traditional advice to lose fat by minimising calorific intake (calorific restriction diet) against advice centred around elevating metabolic rate. • Concepts to be identified are; <ul style="list-style-type: none"> ○ Identifying the difference between excess <u>weight and fat</u>, which is the person really trying to lose? As calorific restriction will aid weight loss not fat loss. ○ Need to identify the <u>energy balance</u> equation (Intake vs expenditure) ○ Need to identify what a <u>metabolic rate</u> is and also what the <u>BMR</u> is and its role in maintaining appropriate <u>Body Composition</u>. ○ Need to identify the cause of the excess fat. ○ Need to identify <u>factors that elevate metabolic rate and factors that lower it</u>. ○ Need to identify the dangers of a calorific restriction diet and the effects that this will have upon BMR

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<p>Candidates will produce brief and narrative answers, making simple statements, showing little relevance to the question. The material will be mostly generalised. No attempt at the analytical demands of the question.</p> <p>The skills needed to produce effective writing will not normally be present. The writing may have some coherence and will be generally comprehensible, but lack both clarity and organisation. High incidence of syntactical and/or spelling errors.</p> <p>Answers in this band will focus largely on energy balance and refer to restricting the eating of foods / energy foods / calorific restriction in order to lose fat. NB answers in this band will refer to fat and weight loss as being largely synonymous. Basic advice such as eat less fatty foods / exercise more will be the main core of the answer</p> <p>There will be no discussion present and the issue of metabolic rate will be largely ignored or misunderstood.</p>
Level 2	4-6	<p>Candidates will produce statements with some development in the form of mostly accurate and relevant factual material. There will be some attempt to analyse, with limited success. Range of skills needed to produce effective writing is likely to be limited. There are likely to be passages which lack clarity and proper organisation. Frequent syntactical and/or spelling errors are likely to be present.</p> <p>Answers in this band may begin to separate the difference between weight and fat and thus the different strategy needed to distinguish between losing weight and losing fat.</p> <p>The answer will be largely descriptive with little, if any discussion present. Metabolic rate and Basal MR will be referred to and correctly defined / explained.</p>

		<p>Better answers will identify that a high BMR is desirable and they will begin to list activities that will promote a high BMR.</p> <p>Eating a balanced diet to eating appropriate quantities of food for the activity levels.</p> <p>Reference will be made to energy balance e.g. energy input and energy expenditure and the need to exercise to increase energy expenditure.</p>
Level 3	7-9	<p>Candidates answers will show some understanding of the focus of the question and will be broadly analytical. They will, however, include material which is descriptive, and thus only implicitly relevant to the question's focus, or which strays from that focus. The candidate will demonstrate most of the skills needed to produce effective extended writing but there will be lapses in organisation. Some syntactical and/or spelling errors are likely to be present.</p> <p>Answers in this band will have identified that there is a discussion. The answers will identify that the traditional advice of fat management may aid weight loss but with some identified issues such as short term, muscle loss, etc.</p> <p>Answers will clearly identify the difference between fat and weight.</p> <p>Detailed reference will be made to energy balance e.g. energy input and energy expenditure and the need to exercise to increase energy expenditure.</p> <p>This will be linked to a possible increase in muscle mass which may lead to an <u>increase in weight</u> but a <u>loss of fat</u>.</p> <p>The answer will begin to explain the dangers of calorific restriction and the effect on BMR.</p> <p>Factors that raise BMR will begin to be explained and the benefits of a raised BMR will be developed.</p>
Level 4	10-12	<p>Candidates will offer an analytic response which is sustained and relates well to the focus of the question, and addresses the key issues contained in it. The analysis will be supported by accurate factual material, which is relevant to the question. The skills needed to produce convincing extended writing in place. Good organisation and clarity. Very few syntactical and/or spelling errors may be found. Excellent organisation and planning.</p> <p>The concepts will be identified and explained.</p> <p>The answer will have identified the discussion and explored the reasons associated with calorific restriction as a means of fat loss. The implications of this strategy on metabolic rate will be identified and the consequent effect on body composition.</p> <p>This will have been matched against the benefits of a strategy of maintaining an elevated metabolic rate (and factors that aid an elevated metabolic rate) as a strategy and the consequent effect on body composition and thus fat loss.</p> <p>The answer will be well structured and include examples to support the points made.</p> <p>The answer will contain a conclusion which indicates the preferred</p>

advice to aid fat loss.

(Total 12 marks)

Question Number		Mark																						
6a	<p>Characteristics of the sport <u>must</u> be linked to society (as shown in the examples below) in order to score the appropriate marks.</p> <p>For each identified characteristic in a student's response allow one mark if there is an appropriate reflection of society.</p> <p>A max of 1 mark for each characteristic up to a maximum of three.</p> <p>Where more than one example is given within the reflected society, any one can be linked to the characteristic to award the mark. There is no requirement for all reflections to be present to award the mark e.g. point 3, 4 and 6.</p> <table border="1" data-bbox="347 1014 1262 2027"> <thead> <tr> <th data-bbox="347 1014 804 1048">Characteristic</th> <th data-bbox="809 1014 1262 1048">Reflection of society</th> </tr> </thead> <tbody> <tr> <td data-bbox="347 1055 804 1088">1. They were localised</td> <td data-bbox="809 1055 1262 1088">Due to a lack of transport</td> </tr> <tr> <td data-bbox="347 1095 804 1167">2. They had lots of potential space</td> <td data-bbox="809 1095 1262 1167">there were few boundaries as we were a rural country</td> </tr> <tr> <td data-bbox="347 1173 804 1317">3. They were basic or simple in nature.../there was an absence of written rules...</td> <td data-bbox="809 1173 1262 1317">...due to a need for negotiated understanding. ...due to a lack of equipment. ...due to high illiteracy rates.</td> </tr> <tr> <td data-bbox="347 1323 804 1503">4. They were often violent...</td> <td data-bbox="809 1323 1262 1503">...due to a lack of rules. ...due to the violent nature of society. ...because society was male dominated.</td> </tr> <tr> <td data-bbox="347 1509 804 1581">5. They were often combat based</td> <td data-bbox="809 1509 1262 1581">Due to the frequency of war and war preparation.</td> </tr> <tr> <td data-bbox="347 1588 804 1731">6. They were infrequent/occasional...</td> <td data-bbox="809 1588 1262 1731">...due to lack of time because of the need to work and earn. ...to fit in with occasional religious days.</td> </tr> <tr> <td data-bbox="347 1738 804 1809">7. They involved social segregation</td> <td data-bbox="809 1738 1262 1809">Due to the feudal system</td> </tr> <tr> <td data-bbox="347 1816 804 1888">8. They had resources / a lack of resources</td> <td data-bbox="809 1816 1262 1888">Which reflected their societal position</td> </tr> <tr> <td data-bbox="347 1895 804 1966">9. They were often blood sports</td> <td data-bbox="809 1895 1262 1966">Which reflected brutal society</td> </tr> <tr> <td data-bbox="347 1973 804 2027">10. Wagering/heavy drinking</td> <td data-bbox="809 1973 1262 2027">Which reflected the harsh way of life</td> </tr> </tbody> </table>	Characteristic	Reflection of society	1. They were localised	Due to a lack of transport	2. They had lots of potential space	there were few boundaries as we were a rural country	3. They were basic or simple in nature.../there was an absence of written rules...	...due to a need for negotiated understanding. ...due to a lack of equipment. ...due to high illiteracy rates.	4. They were often violent...	...due to a lack of rules. ...due to the violent nature of society. ...because society was male dominated.	5. They were often combat based	Due to the frequency of war and war preparation.	6. They were infrequent/occasional...	...due to lack of time because of the need to work and earn. ...to fit in with occasional religious days.	7. They involved social segregation	Due to the feudal system	8. They had resources / a lack of resources	Which reflected their societal position	9. They were often blood sports	Which reflected brutal society	10. Wagering/heavy drinking	Which reflected the harsh way of life	(3)
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	11. They were male dominated	Which reflected gender inequality of the time	
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Question Number		Mark
6(b)	<p>Characteristics of the sport must be linked to society (as shown in the examples below) in order to score the appropriate marks. A max of 6 marks available for 6 appropriately identified points.</p> <ol style="list-style-type: none"> 1. <u>Leagues</u> established due to <u>intense populations / ability to travel / railway network.</u> 2. Limitation on <u>player numbers</u> due to <u>lack of available space</u> 3. Need for <u>written rules</u> / codification due to <u>number of teams</u> and also as a result of a <u>literate workforce / ability to travel need to avoid injury</u> 4. Stadia / <u>purpose built environments</u> created to <u>house spectators</u> 5. <u>Regional competitions</u> established due to <u>availability of travel</u> 6. Fixtures and <u>events were more regular</u> due to <u>regulated working hours.</u> 7. Creation of industrial / church teams to encourage associated with the benefits of a fit workforce / “feel good links” 8. Spectators being charged to watch fits in with the more commercial nature of society / gradual shift from process to outcome orientation. 	(5)

Question Number		Mark
6(c)	<p>A maximum of 4 marks available for 4 correctly identified points</p> <ol style="list-style-type: none"> 1. Served as a “Melting Pot” of ideas from the public school. 2. Initiated rationalisation of rules / <u>sports from the different ideas</u> 3. Initial codification of sport / recoding of a common or universal set of rules. 4. Early establishment of NGB’s 5. Introduction of inter collegiate sport between the universities 6. Diffusion of sport across the country <i>NB. Sport not rules is only acceptable here as rules is referred to with codification.</i> 7. Diffusion of sport and or rules of sport across the empire and rest of the world. 	(4)

Question Number		Mark
7(a)	<p>NB. The agency needs to be linked to the appropriately identified level on the pyramid in order to be awarded the mark.</p> <p>1 mark for each agency correctly linked to the participation pyramid</p> <ol style="list-style-type: none"> 1. <u>UKSI</u> Provides opportunities and funding for elite level performers. 2. <u>Home sport Councils</u> with participation / competition levels / supports and provides access and pathways from the lower levels up towards aspiring at elite levels / provides competitions and access for development / Oversees funding to all other agencies 3. <u>YST</u> with Foundation / participation levels. / Supports increased participation at a lower level. 	(3)

Question Number		Mark										
7(b)	<p>NB. No mark allowed for the impact without appropriate strategy.</p> <p>Below are examples for each agency, any other appropriate strategy that is identified for the correct agency should be credited.</p> <p>Any mark awarded for impact should be referring to what has happened rather than what is expected to happen.</p> <p>UKSI</p> <table border="1" data-bbox="331 1429 1251 1760"> <thead> <tr> <th data-bbox="331 1429 794 1464">Strategy</th> <th data-bbox="794 1429 1251 1464">Impact</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 1464 794 1693">1. World Class Development Programmes / Podium / Podium Potential</td> <td data-bbox="794 1464 1251 1693">2. Designed to fund and support elite level athletes in an attempt to maximise the potential for Olympic and or Para Olympic success</td> </tr> <tr> <td data-bbox="331 1693 794 1760">1. Pitch2Podium</td> <td data-bbox="794 1693 1251 1760">2. Designed to link academy footballers with pro clubs</td> </tr> </tbody> </table> <p>Home Sport Council</p> <table border="1" data-bbox="331 1854 1251 2020"> <thead> <tr> <th data-bbox="331 1854 794 1890">Strategy</th> <th data-bbox="794 1854 1251 1890">Impact</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 1890 794 2020">1. County Sports Partnerships / Tool kits</td> <td data-bbox="794 1890 1251 2020">2. to increase the promotion of their specific areas / sports in order to increase participation levels by</td> </tr> </tbody> </table>	Strategy	Impact	1. World Class Development Programmes / Podium / Podium Potential	2. Designed to fund and support elite level athletes in an attempt to maximise the potential for Olympic and or Para Olympic success	1. Pitch2Podium	2. Designed to link academy footballers with pro clubs	Strategy	Impact	1. County Sports Partnerships / Tool kits	2. to increase the promotion of their specific areas / sports in order to increase participation levels by	
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		providing more accessible and affordable active recreation opportunities in the community.	(6)
	1. Sportivate	2. Introduction to new sports to try and find a sport for all to enjoy and pursue.	
YST –			
	Strategy	Impact	
	1. PESCL / TOPS	2. Designed to bring modified games to younger children in order to attract younger people into sports	

(Total 9 marks)

Question Number		Mark
8(a)	<p>NB. Answers must only be credited for explaining or defining the terms, NOT for providing examples of them.</p> <p>1 mark awarded for each definition.</p> <p>Commercialisation</p> <p>1. The commercialisation of sport is the use of sport as a commodity in order to generate income / revenue through other marketing opportunities such as advertising and sponsorship.</p> <p>NB. It is not sufficient to simply say that it is an increase in media coverage without qualifying the benefit or purpose of the coverage.</p> <p>Americanisation</p> <p>2. Americanisation of sports is a term given to the influence of American culture, norms and customs, (win at all costs, commercialisation) in other than American sports, in every aspect of sports around the world.</p>	(2)

Question Number		Mark
8(b)	<p>Maximum of 4 marks awarded for 4 points relating to the two Olympic Games.</p> <ol style="list-style-type: none"> 1. 1976 games were in Montreal, the cost of hosting the games led to the city going bankrupt. 2. Los Angeles was hosting the games in 1984 but the state and federal governments refused to pay for them. 3. Peter Uberof / IOC came up with commercial ideas to 	

	<p>generate funds</p> <ol style="list-style-type: none"> 4. They encouraged sponsorship from private companies e.g. MacDonalds and the Hamburger Games 5. They sold the Festoon to sponsors. 6. Merchandising. 7. Venues funded and named after private companies 8. They sold TV rights 9. They created TOP sponsors 10. The games made a huge profit 11. They created a blue print for future sporting events. 	(6)
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Question Number		Mark
8(c)	<p>Four marks for 4 examples that support the view that Americanisation of sport has taken place.</p> <ol style="list-style-type: none"> 1. Sport moving from a leisure activity to an industry 2. Need to win becoming all important e.g. funding in the UK for events "Likely to medal" 3. Movement towards winning at all costs with cheating / diving / increased gamesmanship / increased deviance 4. Creation of elaborate networks to support winning, e.g. UKSI & AIS 5. Franchises, i.e. MKDons 6. Contracts taking in to account image rights e.g. David Beckham 7. The growth of sponsorships, endorsements and advertising for players and also for teams or events. 8. Increased size of winning / prize money to attract more competition 9. Huge increases in players / managers salaries 10. Win bonuses and appearance money written into contracts 11. Change of days and times of events in order to maximise viewing figures and revenue. 12. Including commercial breaks for the benefit of the TV company or sponsor 13. Pay per view events, e.g. Boxing. 14. TV rights for events, e.g. ESPN has the FA Cup (2013) 15. Adopting nicknames e.g. Leicester Tigers, Northampton Saints. 16. Razzmatazz of events with pre, mid and post event entertainment / cheerleaders. 17. Use of Mascots to create an increased affinity. 18. Associated financial benefits for other industries, i.e. food sales (MacDonald's) Coke / Pepsi. 19. Movement towards no draws in events. 20. The rise of wealthy owners investing in sports clubs i.e. Abramovich or Glaziers for financial gain and notoriety, 21. Naming rights for stadiums i.e. Emirates etc 	(4)

(Total 12 marks)

Question Number	
9	<p>The discussion is clear and is based around whether there is evidence to support the fact that the use of performance enhancing drugs is increasing or not. CANDIDATES WHO REFER TO REASONS FOR TAKING DRUGS AND OR REFER TO GAMESMANSHIP OR DEVIANCE ARE NOT ANSWERING THE QUESTION</p> <p>Concepts to be defined might include;</p> <ul style="list-style-type: none">• <u>Drugs</u>, as a chemical substance that alters or changes the way that your body functions.• <u>Performance Enhancing Drugs</u>• (PEDS) and examples and their usage, <u>anabolic steroids</u> (to aid recovery and growth, power) <u>Peptide hormones</u> (Epo / cERPO / rHEPO to aid oxygen carrying capacity) <u>Analgesics</u> (Cortisone, for masking pain), <u>Diuretics</u> (to aid water loss and as a masking agents)• <u>Strategies</u> for taking drugs such as doping, patches, blood cell monitoring• Difference between <u>drugs and a supplement</u>, with a supplement being something that is naturally found / produced in the body. Is taken in order to supplement the diet.• <u>WADA</u>- World Anti-Doping Authority, established following the 1998 Tour De France <p>Supporting the view;</p> <ul style="list-style-type: none">• Evidence from numbers of athletes failing drug tests / examples in cycling, athletics etc• Evidence from drugs being used across many sports, not just the typical track and field athletics, but boxing, cycling, baseball, skiing, tennis, rugby, etc.• Evidence of police investigations not just governing bodies.• More money being spent on catching the cheats / more sophisticated tests / out of competition tests / biological passports.• Invention of more sophisticated drugs to beat the tests.• Greater publicity and bans given to failed tests.• Increased pressure on the need to take drugs in order to meet the demands (commercial) <p>Challenging the view;</p> <ul style="list-style-type: none">• Drugs has always been part of sport, e.g. gladiators and alcohol, early tour de France, cold war athletics / swimming etc.• Extensive use of drugs during the cold war with track and field athletics leading to the need for sex testing to identify and classify athletes. This is no longer necessary.• Possible conflict in duties within bodies (NGBs) i.e. the body responsible for catching the cheats (NGB) is also the body responsible for promoting the sport.• The drive by many for clean sport, i.e. Team Sky and Team Garmin-Sharp in cycling.• Confusion between drugs and supplements and "mistaken consumption" as part of a supplement products (Maximuscle supplements being blamed in the media and by athletes for containing Nandrolone)• More awareness now of the types of drugs available and the methods of using them.

	<ul style="list-style-type: none"> • More media attention produces the view that there are more cheats. • More funds allocated to catching drug cheats post Festina Affair of 1998 and the creation of WADA
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Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<p>Candidates will produce brief and narrative answers, making simple statements, showing little relevance to the question. The material will be mostly generalised. No attempt at the analytical demands of the question. The skills needed to produce effective writing will not normally be present. The writing may have some coherence and will be generally comprehensible, but lack both clarity and organisation. High incidence of syntactical and/or spelling errors.</p> <p>There will be no discussion evident with a view that drug use is increasing.</p> <p>Some definitions of the concepts will be provided.</p> <p>Candidates may list some performance enhancing drugs (EPO / anabolic steroids, blood doping) and provide examples to support the statement.</p>
Level 2	4-6	<p>Candidates will produce statements with some development in the form of mostly accurate and relevant factual material. There will be some attempt at analyse, with limited success. Range of skills needed to produce effective writing is likely to be limited. There are likely to be passages which lack clarity and proper organisation. Frequent syntactical and/or spelling errors are likely to be present.</p> <p>Answers in this band will provide more definitions of the concepts used in the answer. Lower band answers will be predominantly supportive of the view that drug use is increasing. Upper band answers may include some challenge but not in the form of developed discussion.</p> <p>They will provide examples of failed tests to support the statement.</p> <p>There may be reference made to WADA and their role.</p> <p>They will begin to identify that more money is being spent / better ways to catch the cheats.</p> <p>Answers may begin to claim that WADA / the new testing / 2 year bans is now working as a deterrent</p>
Level 3	7-9	<p>Candidate's answers will show some understanding of the focus of the question and will be broadly analytical. They will, however, include material which is descriptive, and thus only implicitly relevant to the question's focus, or which strays from that focus. The candidate will demonstrate most of the skills needed to produce effective extended writing but there will be lapses in organisation. Some syntactical and/or spelling errors are likely to be present.</p> <p>Answers in this band will have established that there is a discussion to be had and will provide evidence to support both views, however the</p>

		<p>answer will be weighted in favour of one response, likely that of Drug use increasing.</p> <p>Concepts referred to will be clearly defined. Points made will be developed and explained and many will be supported with examples.</p> <p>WADA and its role is likely to be referred to. There may be reference to drugs vs supplements and the potential for confusion.</p> <p>Reference to methods of testing such as out of competition test, biological passports, random tests etc will be referred to.</p> <p>The answer will point to historical examples of drug cheats but may conclude that the lack of examples actually supports the statements.</p>
Level 4	10-12	<p>Candidates will offer an analytic response which is sustained and relates well to the focus of the question, and addresses the key issues contained in it. The analysis will be supported by accurate factual material, which is relevant to the question. The skills needed to produce convincing extended writing in place. Good organisation and clarity. Very few syntactical and/or spelling errors may be found. Excellent organisation and planning.</p> <p>Answer at the top of this band will identify that the lack of historical examples is only evidence of a lack of desire / ability / public interest etc in catching the cheats. Eg. Tom Simpson (British cyclist who died during the Tour de France is admired and respected in Britain, but he died with large quantities of amphetamines in his blood and also in his jersey pockets.</p> <p>Top answers in this band may identify an apparent lack of desire by some sports, some countries and some (Tennis, soccer, baseball, Spain USA, Italy etc) NGB's to catch drug cheats, e.g.</p> <ul style="list-style-type: none"> • Hope Solo, the US soccer team goalkeeper, failed a drug test and received a warning Monday from the US Anti-Doping Agency. Lance Armstrong never failed a drug test and received a life time ban in the same year. She still played in the Olympics in 2012. • Sven Verdonck received a 12 month ban for testing positive for Anabolic steroids. • The majority of footballers in the U17 world cup in 2011 tested positive for Clenbuterol. No bans were issued. Contrast with Alberto Contador receiving a two year ban for the same drug. • Kolo Toure failed a drug test for diet pills and received a 6 month ban. The FA said he was not cautious enough. <p>The answer will be balanced in its support and challenge of the statement.</p> <p>Supporting the view they may refer;</p> <ul style="list-style-type: none"> • Evidence from increased No. of athletes failing drug tests / examples in cycling, athletics etc • More money being spent on catching the cheats / more sophisticated tests / out of competition tests / biological

		<p>passports.</p> <ul style="list-style-type: none"> • Invention of more sophisticated drugs to beat the tests. • Greater publicity and bans given to failed tests. <p>Challenging the view they may refer to;</p> <ul style="list-style-type: none"> • Drugs has always been part of sport, e.g. gladiators and alcohol, early tour de France, cold war athletics / swimming etc. • Extensive use of drugs during the cold war with track and field athletics leading to the need for sex testing to identify and classify athletes. This is no longer necessary. • Possible conflict in duties within bodies (NGBs) i.e. the body responsible for catching the cheats (NGB) is also the body responsible for promoting the sport. • More awareness now of the types of drugs available and the methods of using them. • More media attention produces the view that there are more cheats. • More funds allocated to catching drug cheats post Festina Affair of 1998 and the creation of WADA
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