

Modified Enlarged 24 pt

**OXFORD CAMBRIDGE AND RSA
EXAMINATIONS**

Wednesday 14 June 2023 – Afternoon

**Level 3 Cambridge Technical in Sport and
Physical Activity**

05872

Unit 21: The business of sport

**Time allowed: 1 hour 30 minutes plus
your additional time allowance**

No extra materials are needed.

Please write clearly in black ink.

**Centre
number**

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**Candidate
number**

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First name(s) _____

Last name _____

**Date of
birth**

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READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS

Use black ink. You can use an HB pencil, but only for graphs and diagrams.

Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.

Answer ALL the questions.

INFORMATION

The total mark for this paper is 70.

The marks for each question are shown in brackets [].

Quality of written communication will be assessed in questions marked with an asterisk (*).

ADVICE

Read each question carefully before you start your answer.

SECTION A

- 1 Identify THREE methods that a sports business might use to attract customers.**

1 _____

2 _____

3 _____

[3]

- 2 Name A type of contract that might be used for the employment of staff in sports businesses.**

_____ [1]

- 3 Which TWO of the following statements below are benefits of retaining staff to an organisation?**

Tick (✓) the boxes next to the TWO correct responses. [2]

Having job security

☐

Job satisfaction

☐

Lower recruitment and training costs

☐

Staff will get to know the customers

☐

- 4 Identify TWO roles that a volunteer might undertake at a village sports day.**

1

2

[2]

- 5 Suggest ONE potential barrier that sports businesses face when training volunteers.**

_____ **[1]**

- 6 Outline THREE ways that Corporate Social Responsibility (CSR) is important to sports businesses.**

1 _____

2 _____

3 _____

[3]

7 Identify FOUR ways that sports businesses can show sustainability.

1

2

3

4

[4]

- 8 When a sports business applies for funding, describe how they would show that they meet funding body criteria.**

[3]

- 9 Name TWO sports equipment manufacturers.**

1

2

[2]

10 Describe a positive and a negative impact that the mass media could have on a sports business.

Positive impact

Negative impact

[2]

11 Identify THREE public sector organisations involved in sport in the UK.

1

2

3

[3]

12 Providing education is one role of a public sector sports organisation.

Give FOUR other roles and responsibilities of sports organisations in the UK.

- 1** _____
- 2** _____
- 3** _____
- 4** _____

[4]

SECTION B

13 Retention of staff is very important for sports businesses.

Outline the methods that might be used to retain staff in sports businesses.

[5]

14 Describe the different ways that a private sector sports business can measure its success.

[5]

15 Discuss the potential benefits that an individual might get from volunteering for a sports business.

[illegible]

16 Describe the organisational structure of a global sports business.

[illegible]

SECTION C

The Rise of YouTube Boxing Superstars

In 2019, the British YouTuber, KSI, and the American YouTuber, Logan Paul fought in a pay-per-view boxing match for the second time, after their first fight a few months earlier was judged to be a draw. The ‘YouTube World Championship’ as it was known, enabled both fighters to make huge amounts of money. KSI, Logan Paul and his brother, also a YouTuber, have almost 55 million YouTube subscribers between them.

There were several ways in which the fight was watched. Approximately 5 million people watched it for free on the streaming platform ‘Twitch’. A million people paid about £10 each for the official pay-per-view, bringing in £10 million for an amateur boxing fight. There was a sell-out crowd of 21,000 fans who attended the fight live in the Manchester Arena with ticket prices ranging from £80 to £495. Both fighters

made enormous sums of money from the fight.

Manchester Arena's ring was covered with advertising from brands and products, including sports retailers Footasylum and Rumble League, men's lifestyle brand HAUK, online gambling company MansionBet, and custom gaming controller company SCUF Gaming. KSI was wearing Footasylum branded shorts at the weigh-in before the fight, and Jake Paul used the fight to launch his new merchandise company called RNBO, which stands for 'Rise n' Be Original'.

Jake Paul, 23, is one of the most popular and controversial YouTube stars, and he recently won a boxing match with a knockout against a former NBA basketball superstar in front of millions of paying subscribers who paid \$5 to stream it. Former heavyweight world champion Mike Tyson said that the boxing industry owes YouTube boxers like Paul respect for keeping "boxing alive".

He added that boxing is coming back thanks to these YouTube boxers with huge numbers of subscribers. Jake Paul has recently been registered as a professional boxer, so his transition from a social media amateur to ‘proper’ boxer is complete.

**<https://www.tubefilter.com/2018/08/27/logan-paul-ksi-boxing-match-money/>
<https://www.insider.com/jake-paul-boxing-history-career-record-when-how-long-fight-2020-11>**

- 17 (a)* Explain how boxing has become commercialised, and how the rise of YouTube athletes has helped to enhance this. Use the case study to support your answers. [8]**

(b) Using examples, discuss the different sources of funding that a sports business might access to help them to expand. [6]

(c) Describe the types of corruption that could occur in a celebrity sports event such as the KSI 'vs' Logan Paul fight. [6]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins – for example, 16 or 17(a)*.

[illegible]



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