

SPECIMEN PAPER

UNIT 6 - GLOBALISATION AND THE SPORT AND ACTIVE LEISURE INDUSTRY



Surname					Other Names				
Centre Number					Candidate Number				
Candidate Signature									

For Examiner's Use



Level 3 Diploma Principal Learning
Specimen Paper

Sport and Active Leisure

SAL3U6

Unit 6 Globalisation and the sport and active leisure industry

You will need no other materials.
The answer book provided

Time allowed: 2.5 hours

Instructions

- Use a blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this, make sure that you show the number(s) of the question(s) you are answering.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers.

For Examiner's Use			
Question	Mark	Question	Mark
1			
2			
3			
4			
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			



Barcode

SAL3U6

Candidate guidance notes:

You have 2.5 hours to complete the paper.

Before starting to write any answers you are advised to spend at least 20 minutes reading the background information, reading the questions and planning responses.

Use the background information provided and the knowledge and understanding acquired through research, evaluation and critical analysis of issues covered during the unit when answering the paper.

Questions 3 and 4 require you to

1. make an assessment
2. make recommendations based on your assessment and then
3. justify your recommendations

Note:

There are additional marks for Question 4 parts b and c, which require more detail and justification than parts b and c of Question 3.

Background information

There are different types of major events in the sport and active leisure industry. These have been described as being global events, calendar events, one-off events and showcase events.

- **Global Events** include the Summer Olympic and Paralympic Games, the Winter Olympic and Paralympic Games, the FIFA World Cup and the Athletics World Championships.
- **Calendar Events** UK based examples include the British Formula 1 Grand Prix, the Rugby Six Nations, Wimbledon and Cricket Test Match Series.

The global events involve a bidding process, with a nation and/or city eventually being awarded the opportunity to plan, prepare and deliver the competition. Many of the major calendar events have historically returned to the venue each year. However Cardiff and Durham who have recently hosted international cricket for the first time have proved that by investing in new venues it is possible to enter the events calendar at the expense of others.

Until 1984 staging a major sporting event usually resulted in the tax payers of the country and/or the host city or cities being left with a huge financial burden. Massive investment went into facilities and other key areas of the infrastructure, which after the event were inappropriate for regular use by the community. A landmark occurred in 1984, when the Los Angeles Olympics generated a gross turnover of £1.45 billion. Expressed simply, sporting events had become '**big business**'.

In 1997, the first test match between England and Australia in Birmingham attracted 72,693 spectators over four days of play.

- Only 8% of the spectators were from the Birmingham area.
- £0.5 million was spent organising and staging the event
- Total visitor expenditure was £4.6 million
- The event created the equivalent of 82 additional full-time job years.

Since 1984 organisers of major events still face economic and commercial challenges but there are now additional pressures and tensions that have to be considered and balanced. In the 1990's Nike was publicly and seriously criticised for the use of cheap child labour in the production of goods for the world market. Staging major events now involves putting plans in place and providing evidence that consideration has been given to the

- key issues of sustainability in terms of the environment and the economy
- sensitive ethical issues concerning the industry and its employees, participants and spectators are important.

In 2012 London will host the summer Olympic and Paralympic Games. The organisers aim to promote the ethics and values traditionally associated with the Olympics Games and claim that they will deliver what has been referred to as the 'sustainable games'. In 2010 Vancouver is staging the winter Olympic and Paralympic Games and there is evidence that new standards are already being set in terms of ethical values and sustainability. Issues such as accessibility, social inclusion, aboriginal participation (the descendants of the original inhabitants of North America), and environmental sustainability are high on the agenda. The organising committee have already received the 'Excellence for Green Building Award' from the Globe Foundation and the World Green Building Council.

Q1a. Briefly describe the concept of globalisation.

(2 marks)

With reference to the sport and active leisure industry

Q1b. Briefly describe **two** different ways that technology is a key factor in a global society.

i)

(2 marks)

ii)

(2 marks)

Q1c. Briefly describe **two** different ways that sport and active leisure can be used as a political force in a global society.

i)

(2 marks)

Supporting notes

The structure of the learning outcomes and assessment criteria provides flexibility for the writer to produce a range of questions, with the potential to change topics and weightings (number of marks) with each series. As an illustration of this see Question 1.

LO 1 18 marks. In the sample paper due the nature of the background information it was considered appropriate to focus on the concepts of globalisation (10 marks) and sustainability (8marks). The concept of commercialisation is not addressed in Question 1 as it forms the basis of the more demanding of the two questions where learners are required to assess, recommend and justify (Questions 3 and 4). In future series the concepts covered and the weightings in Question 1 could be changed as follows:

Series 2 Globalisation 9 marks – Commercialisation 9 marks

Series 3 Globalisation 6 marks – Sustainability 6 marks – Commercialisation 6 marks.

The same principle can be applied throughout the paper. In Question 2 different topics from the scope can be used to construct a question. In the sample paper 'Equality of Access' is used, in future series this could change to fair trade etc.

Questions 3 and 4 deal with two key topics with the learner being required to assess, recommend and justify. The two topic can be equally weighting by awarding 24 marks for each or more marks applied to one topic (as in the sample paper) which provides additional 'stretch and challenge'. If considered appropriate the emphasis on assessment, recommendation and justification also has can be changed in each series. Each Question 3 and Question 4 will always include assessment, recommendation and justification.