

# **GCSE MARKING SCHEME**

**SUMMER 2023** 

PHYSICAL EDUCATION - UNIT 1 (FULL COURSE) 3550U10-1

#### INTRODUCTION

This marking scheme was used by WJEC for the 2023 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conference was to ensure that the marking scheme was interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

### **GCSE PHYSICAL EDUCATION - UNIT 1**

### **SUMMER 2023 MARK SCHEME**

Number	Answer	Mark	Additional guidance
<b>1.</b> (a) (i)	Analyse the plane of movement of the skier in the tuck position.	1	AO3
	1 mark Sagittal		
(ii)	Identify the pair of muscles that cause movement at the knee.	1	AO1
	1 mark Quadriceps and Hamstrings		
(iii)	Name the type of muscular contraction in the legs of the skier, when in the tuck position.	1	AO1
	1 mark Isometric		
(b) (i)	Identify the component of fitness shown by the skier that can be defined as 'exercising a specific muscle group over a period of time'.	1	AO1
	1 mark Muscular endurance.		
(ii)	Assess how the skier could apply the principle of overload to their training programme.	3	AO3
	Award 1 mark for each of the following		
	Candidates to use Frequency,		
	Intensity Duration.		
(c)	Explain <b>two</b> possible barriers that could have a negative impact on participation within skiing.	4	AO2
	Award up to 2 marks if just identified the barriers Award 2 marks for each explanation of the barriers 2x2 marks		
	<ol> <li>age</li> <li>economic status</li> <li>opportunities</li> <li>health</li> <li>fitness</li> <li>disability</li> <li>environment</li> </ol>		

Number		Answer	Mark	Additional guidance
(d) (i)	Explain why the skier wo anaerobic energy systen	ould predominantly use the n.	2	AO2
	Award up to 1 mark for basic explanation covering only one aspect Award up to 2 marks for an explanation covering both intensity and duration			
	<ul><li>High intensity</li><li>Moderate /short dura</li><li>Marks to be awarded if the</li></ul>	ition ney say why it's not aerobic.		
(ii)	Identify the main nutrient system.	used in the anaerobic energy	1	AO1
	Carbohydrate			
(e)	Identify the correct description appropriate term.	ription by drawing a line to the	3	AO1
	Term	Description		
	Deviance	Performing to the laws, conventions and expectations of the activity.		
	Sportsmanship	Bending or breaking the rules; using questionable methods to gain an advantage.		
	Gamesmanship	Any behaviour that differs from the perceived social, legal or sporting norm.		
	3 x 1 mark Two lines from one box= Clear indication of the ar			
(f)	Explain why professiona demonstrate deviance.	l athletes like skiers might	2	AO2
	Award 1 mark for a basic Award up to 2 marks for	•		
	<ul> <li>Financial gain of beir</li> <li>Staying famous</li> <li>Being more attractive</li> <li>Maintaining success</li> <li>To gain an advantag</li> </ul>	e to sponsors		

lumber	Answer		Additional guidance	
(a)	The clip shows a climber. Identify the type of guidance that is used to support the climber. Tick one box only.	1	AO1	
	Answer key: D Mechanical B – Verbal (possible)			
(b)	Justify why climbing is placed towards the end of the self-paced continuum.	2	AO2	
	Award 1 mark for basic justification Award up to 2 marks for a clear example for climbing linked to the continuum			
	Individual controls the speed of movement. Decisions predominantly made by the climber Start and stop when they want.			
(c)	Explain why the climber is in the autonomous stage of learning.	4	AO2	
	Award up to 2 marks for a basic explanation linking the climber to the stage of learning Award up to 4 marks for a detailed explanation where there are specific examples from climbing and the climber to the stage of learning 1-2 marks list of characteristics. 2x 2 marks for application to the clip.			
	Effective/Efficient movements Confident movements Adapt quickly to the environment- good at decision making Skilled characteristics Self-correcting of errors and mistakes Marks to be awarded if candidate provides reasons why the climber is not in the other two stages.			
	(b)	<ul> <li>(a) The clip shows a climber. Identify the type of guidance that is used to support the climber. Tick one box only.</li> <li>Answer key:         <ul> <li>D Mechanical</li> <li>B – Verbal (possible)</li> </ul> </li> <li>(b) Justify why climbing is placed towards the end of the self-paced continuum.</li> <li>Award 1 mark for basic justification</li> <li>Award up to 2 marks for a clear example for climbing linked to the continuum</li> <li>Individual controls the speed of movement. Decisions predominantly made by the climber Start and stop when they want.</li> <li>(c) Explain why the climber is in the autonomous stage of learning.</li> <li>Award up to 2 marks for a basic explanation linking the climber to the stage of learning Award up to 4 marks for a detailed explanation where there are specific examples from climbing and the climber to the stage of learning 1-2 marks list of characteristics. 2x 2 marks for application to the clip.</li> <li>Effective/Efficient movements</li> <li>Confident movements</li> <li>Adapt quickly to the environment- good at decision making Skilled characteristics</li> <li>Self-correcting of errors and mistakes</li> <li>Marks to be awarded if candidate provides reasons why</li> </ul>	(a) The clip shows a climber. Identify the type of guidance that is used to support the climber. Tick one box only.  Answer key: D Mechanical B – Verbal (possible)  (b) Justify why climbing is placed towards the end of the self-paced continuum.  Award 1 mark for basic justification Award up to 2 marks for a clear example for climbing linked to the continuum  Individual controls the speed of movement. Decisions predominantly made by the climber Start and stop when they want.  (c) Explain why the climber is in the autonomous stage of learning.  Award up to 2 marks for a basic explanation linking the climber to the stage of learning Award up to 4 marks for a detailed explanation where there are specific examples from climbing and the climber to the stage of learning 1-2 marks list of characteristics. 2x 2 marks for application to the clip.  Effective/Efficient movements Confident movements Adapt quickly to the environment- good at decision making Skilled characteristics Self-correcting of errors and mistakes Marks to be awarded if candidate provides reasons why	

Number			Mark	Additiona guidance
(d)			4	AO1
	Mental preparation technique E.g Imagery  Mental rehearsal	Practical example  Imagining and using the senses to provide positive outcomes prior to the climb, so when it comes to the climb, the climber possesses success and positivity.  Where individuals imagine themselves performing a task,		
(e)	climber.  3x1 mark  1. Remind climber of	skill, or behavior.  coach could have an impact on the  of positive experiences, s when setting goals,  ement/praise	3	AO1
(f)	examples.  1 mark for a list Award up to 2 marks Award 3 marks for de amplification and rele Award up to 4 marks specific examples  Input Decision making  Output Feedback	for description of the IPM escription of the IPM with some evant examples. for a description of the IPM including  Two holds to choose from Decide which hold to put feet and hands  Place hand in hold  Was that hold the correct one to allow the climb to continue	4	AO1

Number	Answer	Mark	Additiona guidance
. (a)	Analyse the image in Figure 1 to complete the table.	4	AO3
	Answer  A Type of lever 3rd class or 1st(left arm)  B Movement at the knee joint Flexion (right arm)		
	C Name of bone Femur (left leg)		
	Axis of movement during a lunge Frontal (right knee)		
(b) (i)	Agility and flexibility are important components of fitness for a squash player. Define agility.	1	AO1
	1 mark for definition		
	The ability to change direction quickly (or similar)		
(ii)	Identify a valid test to measure the agility.	1	AO1
	Illinois agility run, T test. 5/10/5		
(iii)	Describe the protocol for the test identified in 3. (b)(ii)	4	AO1
	Award 1 mark for run around the cones and record your time.  Award up to 2 marks for a basic description  Award 3 marks for starting position, running around the cones, need to show knowledge of distance.  Award up to 4 marks for a detailed description covering all the major parts of the protocol		
	<ul> <li>Illinois agility test</li> <li>distance</li> <li>start/finish</li> <li>timing</li> <li>placement of cones</li> <li>Participants should lie on their front (head to the start line) and hands by their shoulders.</li> <li>On the 'Go' command the stopwatch is started, and the athlete gets up as quickly as possible and runs forwards 10 meters to run around a cone, then back 10 meters, then runs up and back through a slalom course of four cones.</li> <li>Finally, the athlete runs another 10 meters up and back past the finishing cone, at which the timing is stopped</li> </ul>		

Number	Answer			Mark	Additional guidance
(iv)	Identify the correct description appropriate term.	cription by drawing a line to the		3	AO1
	Types of flexibility training		Description		
	Passive stretching		The stretch is undertaken while moving, increasing the range of movement		
	Dynamic stretching	$\langle \chi \rangle$	Where the athlete controls the stretch		
	Active stretching	/\	The stretch is externally controlled		
(c) (i)	Explain why validity is im of an individual.	nportan	t when testing the fitness	2	AO2
		•	ation covering one aspect iled explanation covering		
	The test needs to measure by using the correct test this is not the case, the transfer to correctly. E.g. multi stage cardiovascular endurance	for tha est res e fitnes	t component of fitness, if ults cannot be used		

Number	Answer
(d)	Discuss how technology can have an impact on the sporting experience. SEE Banding SHEET
	Indicative content:
	Accept impact on the spectator, officials and performer.
	Performer Positive
	Wider coverage of sports and more cameras within specific sports including player cams. Show heat maps and GPS information of players Statistical information that is usually only available to the coach. Mobile devices and social media allow access to games, information, coverage and interviews all day, every day. E.g. Sky sports/BT sports and their many channels,
	Twitter, Instagram, Facebook. The use of VAR will help 'fairness' of matches when betting on the growing number of betting platforms available
	Ref cam- provides a closer view of the game- so the spectator feels part of the experience.
	Negative
	loss of involvement with actual live game- looking on social media, replays, highlights.
	Over-commercialisation making games an expensive luxury, clothing more expensive.  Disparity with the use at grass roots or at smaller clubs
	Officials Positive- allows greater fairness when making decisions by the following examples.
	communicating – microphones to consult with other officials on and off the pitch decision-making – playback facilities to watch events from different angles ball tracking – allows for the ball to be minutely tracked to ensure accuracy of decisions in cricket, tennis and football scoring – laser technology to measure jumps and throws more accurately time-keeping – shot-clock in basketball to speed up play and keep it exciting record-keeping – computers to track points and faults for multiple athletes at once

Additional

guidance

AO1 2 AO3 4

Mark

6

Negative

Takes away the importance of the official Mistakes will be highlighted

#### Performer

Better analysis of performance to show strengths and weaknesses

Video analysis provides better skill and technique development

Better monitoring of fitness/mental aspects

Better rehabilitation and analysis of injury and prevention Better equipment and training facilities- better access for disabled athletes.

Negative

Not all clubs and sports have the same resources Costly

Accept any other relevant content

# 3-4 marks

- Excellent, well-reasoned discussion of how technology has impacted the sporting experience.
- Explicit links between the impact of technology and sports
- The answer is balanced and detailed and focuses on the key content

Band 3 for AO1

No marks are available in

Good knowledge of how technology has impacted the sporting experience.

2 marks

2

1

3

#### 2 marks

- Good well-reasoned discussion of how technology has impacted the sporting experience.
- Clear links between the impact of technology and sports
- The answer has some detail and focuses on some areas of content.

#### 1 mark

Limited knowledge of how technology has impacted the sporting experience.

### 0 marks

No knowledge of how technology has impacted the sporting experience.

#### 1 mark

- Limited discussion of how technology has impacted the sporting experience.
- The answer has some limited detail and focuses on some areas of content.

#### 0 marks

Not attempted No analysis

Num	Number Answer		Mark	Additional guidance
4.	(a)	Assess the possible reasons for the increase in girls' participation in sport. See banding	6	AO1 2 AO3 4

#### **Indicative content**

- · More role models therefore less stereotyping
- More clubs for girls- Increased provisions.
- Introduction of organised national school competitions by the WSFA-more opportunities.
- More coverage on the TV- All WSL matches are shown either free to air on the BBC, the online streaming service The FA Player, or on Sky Sports. 37.6 million watched domestic women's sport in 2022, beating the previous high of 32.9m in 2021, with the Women's Super League alone picking up 16m unique viewers during 2022.
- Media not putting so much emphasis on body image
- Campaigns like this girl can/Or Sport Wales's Our Squad
- an increase in funding for girl's football
- FAW hold girls' performance centres trials around Wales.

Any other relevant examples credited.

3	No marks are available in Band 3 for AO1	<ul> <li>3-4 marks</li> <li>Excellent, well-reasoned assessment on the possible increase in girls participation in sport</li> <li>Explicit links between the impact of strategies and increase in participation</li> <li>The answer is balanced and detailed and focuses on the key content</li> </ul>
	2 marks	2 marks
2	Good knowledge of the possible increase in participation levels.	<ul> <li>Good, well-reasoned assessment on the possible increase in girls participation in sport</li> <li>Clear links between the impact of strategies and increase in participation.</li> <li>The answer has some detail and focuses on some areas of content.</li> </ul>
	1 mark	1 mark
1	Limited knowledge of the possible increase in participation levels.	<ul> <li>Limited assessment on the possible increase in girls participation in sport</li> <li>The answer has some limited detail and focuses on some areas of content.</li> </ul>
	0 marks	0 marks
0	No knowledge of the possible increase in	Not attempted No analysis

participation levels.

Number	Answer	Mark	Additional guidance

4

(b) Assess why interval training and continuous training could benefit a games player.

Award 1 mark for description of the training methods e.g game is longer than 20 mins or lot of stops/start in a game.

2 marks for the amplification of how it benefits performance- answer in relation to skill e.g being able to maintain the skill level for the duration of the game. Must mention both to access 4 marks, max of 2 for amplified answer on 1 method of training.

<u>Continuous training</u> – this is used as a game of football is over 20 min long; therefore cardiovascular endurance is needed where the players would spend a lot of time in the aerobic zone working at 60-80% of max heart rate. Off set fatigue so to perform for the whole 90 MIns.

<u>Interval training</u> – is needed as football consists of working at high intensity above 80% of maximal heart rate for short periods of time. Footballers need to have muscular endurance, strength, speed and power to perform at the highest level.

(c) Explain how a performer could speed up recovery after being involved in an intense team game.

Award up to 2 marks for a basic explanation of the process Award up to 2 marks for explanation of recovery methods Immediate and long term can be credited.

Recovery method e.g	Explanation
Ice baths	<ul> <li>Improve blood circulation to help remove waste products from the muscles</li> <li>Reduce inflammation</li> <li>Improve muscle activation</li> <li>Reduce DOMS (delayed onset muscle soreness)</li> <li>Allow optimum fuel recovery</li> <li>Psychological benefits –improve well being / relaxation</li> <li>Overall improved muscle function</li> </ul>

Number Answer

Pefueling

Taking on board carbohydrate and protein immediately post training or racing (within 30 minutes) enhances your recovery.

This is due to a greater rate of delivery of carbohydrates to the muscles, so the muscle stores can be more quickly completely resynthesised.

Consuming a combination of protein

soreness compared to just

carbohydrate alone.

# Stretching and mobility

 This can increase ROM at the joints and elasticity of the muscles, helping with any micro tears in muscle fibers.

and carbohydrate has been shown to reduce the decrement in muscle function and delayed onset muscle

# Maintain elevated HR

- Light jogging allows HR to decrease gradually.
- This helps the removal of the LA that's been produced and replaces oxygen

#### Massages

- Massage can increase peripheral blood flow in localised areas and the mechanical warming and stretching of soft tissues provides temporary flexibility gains.
- Increased muscle relaxation is also demonstrated.
- Studies have shown that massage can reduce delayed onset muscle soreness and muscle swelling.
- Massage does appear to have a positive psychological impact, with improved mood and increased wellbeing.

# Compression clothing

- Compression kit is designed to apply pressure, and so increases the velocity of blood flow in and to the muscles.
- This is thought to enhance the removal of waste products and also reduce muscle damage.
- Compression garments have been shown to reduce muscle swelling.

Additional Mark Number Answer guidance Sleep A good night sleep is probably one of the most important (and undervalued) training recovery modes. 7 – 9 hours of uninterrupted sleep help you recover and adapt to training. The immune system is boosted by the hormone melatonin during the middle of the night. Also, the lighter stages of sleep help reinforce neural pathways that have been stimulated by training. Dreaming helps you feel less stressed. Research has shown that exercise increases "deep sleep" - the most important part of sleep during which reparative hormones help regenerate muscles and connective tissue. If we are deprived of deep sleep we lose our ability to function properly – both physically and mentally. Relaxation is just as important as sleep. If you are stressed about things then

help

your training recovery will be effected. So finding ways to relax if you feel tired can

Number	Answer	Mark Additional guidance

(d) Evaluate the role of intrinsic and extrinsic motivation in becoming a successful sportsperson.

6

#### **Banded response**

#### Indicative content:

- Extrinsic motivation is 'external': people in this case, athletes are driven to succeed by factors from outside i.e. money, prizes, acclaim, status, praise.
- Intrinsic motivation comes from within i.e. an athlete driven by a need to succeed because they want to be the best and are not overly concerned by financial or ego boosts.
- According to Hardy, Jones and Gould (1993) elite athletes must have high levels of intrinsic motivation in order to sustain effort through dips in form and confidence.
- Candidates could mention stages of learning and when it's appropriate to use external motivation.
- What happens if extrinsic motivation is taken awayits effect on performance if there is no internal motivation?
- The best motivation for anyone is success if you achieve at something it is a positive reinforcement and you are more likely to attempt to repeat the behaviour.
- As a coach you can have an effect on this by reinforcing desirable behaviours (such as effort and near misses) with praise and positive feedback.
- However, recent trends have indicated that too much praise of the wrong kind of praise can have a negative effect on motivation: praising 'natural ability' more than effort.
- Studies have shown that it is actually important for an athlete to have a mix of intrinsic and extrinsic motivation.
- This is because intrinsic motivation will push the athlete to better himself or herself and enjoy their sport whilst extrinsic motivation will ensure that they want to win and have a strong competitive streak (Karageorghis and Terry, 2011).

No marks are available	in
Band 3 for AO1	

#### 3-4 marks

- Excellent, well-reasoned evaluation on the importance of different types of motivation on becoming a successful sportsperson
- The answer is balanced and detailed and focuses on the key content

#### 2 marks

Good knowledge of both intrinsic and extrinsic motivation

#### 2 marks

- Good well-reasoned evaluation on the importance of different types of motivation on becoming a successful sportsperson.
- The answer has some detail and focuses on some areas of content.

#### 1 mark

Limited knowledge of only one aspect of motivation

#### 1 mark

- Limited evaluation on the importance of motivation on sportspeople
- The answer has some limited detail and focuses on some areas of content.

### 0 marks

No knowledge of motivation.

#### 0 marks

Not attempted No evaluation

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3

2

1

0

lumber		Answer	Mark	Additional guidance
. (a) (i)	Identify <b>two</b> possible lo exercising regularly	ng-term mental health benefits of	2	
	Award 1 mark per long	term benefit		
(ii)	<ul> <li>Improved self confidence</li> <li>Stress relief</li> <li>Interaction with other</li> <li>Feeling of belonging</li> <li>Develop relationshims</li> <li>Absence of disease</li> <li>Improved compone</li> </ul>	er people g ps with others e – link to mental	4	
()	exercise.	priyolological responded to	•	
	Award 1 mark for each	physiological response		
	Cardiovascular system	Increase in stroke volume (SV); increase in heart rate (HR); increase in cardiac output (Q); increase in blood pressure (BP) reddening, vasodilation/constriction		
	Respiratory system	Increase in breathing rate; increase in tidal volume		
	Cardio-respiratory system	Increase in oxygen uptake; increase in carbon dioxide removal		
	Energy system	Increase in lactate production		
	Muscular system	Increase in temperature of muscles; sweating, increased pliability		

Number	Answer	Mark	Additional guidance
(iii)	Explain two long-term physical benefits of exercise.  1 mark for a list Award up to 2 marks for a basic explanation of each benefit or a detailed explanation of one benefit Award 3 marks for 2 long term adaptations and basic explanation of the benefit. Award up to 4 marks for a detailed explanation of both benefits  Long term effects of exercise	4	AO2
	Long term enects of exercise		
	Cardiovascular Cardiac hypertrophy: increased		

Cardiovascular system	cardiac hypertrophy; increased stroke volume (SV) at rest and during exercise; decrease in resting heart rate (HR); increase in cardiac output (Q); capillarisation at the lungs and muscles; increase in number of red blood cells
Respiratory system	Increased vital capacity; increase in minute ventilation (VE); increase in tidal volume (TV); decrease in breathing rate (BR); increased number of functioning alveoli; increased strength of the respiratory muscles (internal and external intercostals and diaphragm)
Energy system	Increased production of energy from the aerobic energy system; increased tolerance to lactic acid
Muscular system	Muscle hypertrophy; increased strength of tendons; increased strength of ligaments
Skeletal system	Increase in bone density

Benefits (indicative content)

More O2 can be delivered to the working muscles
Takes longer to reach the anaerobic threshold
More CO2 and waste products can be removed from
the body
Muscles can produce more powerful contractions
React quicker
Improved flexibility
Improved BMI
Less risk of being overweight/obese
Less risk of CHD

lumber	Answer	Mark	Additional guidance
(b)	Explain why hydration is important for participants in physical activity.	4	AO2
	1 mark for prevent dehydration Up to 2 marks for a basic explanation Must mention both to access 4 marks, max of 3 for amplified answer on 1		
	Up to 4 marks for a detailed explanation		
	Taking in fluids regularly and maintaining the body's hydration levels is extremely important for sports performers and anyone involved in physical activity.		
	Hydration is important to maintain plasma levels and to maintain effective blood circulation		
	Lack of fluids (dehydration) has the following negative effects on the performer:		
	<ul> <li>Tires (fatigues) and slows down the performer</li> <li>Skill level decreases</li> <li>Loss of motivation</li> <li>Become thirsty</li> <li>(Muscle) cramps</li> <li>Decrease in sweating</li> <li>Increase in body temperature</li> </ul>		
	(In extreme cases) death		

Number	Answer	Mark	Additional guidance
(c)	Discuss the impact of increasing commercialisation on sport.	8	AO1 2 AO3 6

- The financial support for a sport (whether this is an event, organisation or performer) by an outside body (be it a person or organisation) for the mutual benefit of both parties.
- Commercialisation occurs at all levels of sport. School teams may have sponsored kit while elite athletes may be paid large sums of money to wear certain sportswear or use branded equipment.
- Commercialisationcan be financial or in-kind payments. Sponsorship means both parties receive benefits from the agreement.

#### **Types of Commercialisation**

- Individuals display a logo, wear a particular brand, endorse products, pay training, competition and travel costs.
- Teams and clubs wear kit, display banners, have a company name for the team or for the ground or for a stand/court in the ground, pay competition and travel costs.
- Sports rename competitions, cups and leagues, brand their development programmes, improve facilities.
- Events allow use of their logo on sponsors' products, provide free products to participants, and fund the running of the event.

#### Benefits for sport

- Individuals covers costs such as kit, equipment, travel, accommodation, competition fees, time to train.
- Teams and clubs subsidises kit, equipment, grounds or clubhouse maintenance.
- Sports pays for coaching and coach development, beginner programmes, talent development.
- Events covers venue hire, catering, hospitality, publicity, programmes, officials' costs.

#### Disadvantages for sport

- Sponsorship can be limited or easily withdrawn no security.
- A performer can become reliant on a particular sponsor, which could then pull out.
- Some sponsorship (for example, alcohol) gives a bad image to sport.
- Generous sponsorship is only available to the elite few
- Performers, teams and events can be manipulated or exploited to suit the sponsor.
- Difficulty of minority sports or those with little media coverage to attract sponsorship.

#### **Benefits for sponsors**

- Raises awareness of their company or brand.
- Advertises products and services.
- Promotes a positive and healthy image of their company by linking it with a popular activity, even if the product is not particularly healthy.
- Improves company's reputation in the UK because the company is supporting British sport.
- Provides rewards or incentives for staff and customers.
- Increases sales or revenue through increased media exposure.
- · Reduces tax through tax relief.

#### Disadvantages for sponsors

- Uncertain investment sporting success is not guaranteed.
- If the event is disrupted, media exposure and advertising potential are lost.
- If the sport or performers cause bad publicity, this reflects badly on the sponsor.

#### Negative effects of Commercialisation.

- Sponsorship of sport creates tensions when a sponsor's image or product appears to undermine the sporting message.
- For example, tobacco firms sponsored sporting events until 2005 when they were banned from doing so across the European Union (EU).
- Companies that sell alcohol are allowed to sponsor sport although many British MPs want a ban as they believe it sends the message that sporting performance and drinking alcohol are linked.
- The same is true of fast food companies should they sponsor sport when their products are believed to contribute to childhood obesity?

#### 5-6 marks

- Excellent, well-reasoned discussion on the positive and negative effects commercialisation has on sports,
- The answer is balanced and detailed and focuses on the key content

## 2 marks

No marks are available in

Band 3 for AO1

Good knowledge of the effects commercialisation has on sports,

2

3

#### 2 marks

- Good, well-reasoned discussion on the effects commercialisation has on sports.
- The answer has some detail and focuses on some areas of content.

#### 1 mark

Limited knowledge of the effects commercialisation has on sports,

1

#### 1 mark

- Limited discussion on the effects commercialisation has on sports,
- The answer has some limited detail and focuses on some areas of content.

#### 0 marks

No knowledge of the effects commercialisation has on sports,

#### 0 marks

Not attempted No analysis