Mark Scheme

Pearson BTEC Level 3 – Sport

Unit 22: Investigating Business in Sport and the Active Leisure Industry

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Unit 22– Investigating Business in Sport and the Active Leisure Industry

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks, if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

Specific marking guidance

The mark grids have been designed to assess learners' work holistically.
Rows in the grids identify the assessment focus/outcome being targeted. When using a mark grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner's response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.

Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet.

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Review the current status	**0**	**1–4**	**5–8**	**9–12**	**13–16**
	No rewardable material.	• Produces a limited review with inconsistent references made to the business and the sport and active leisure industry. • Shows a limited understanding of the purpose of the existing business. • Shows a limited understanding of the data provided in the given scenario. • Shows a limited use of research from the sport and active leisure industry to support the review of the scenario.	• Produces a basic review with relevant references made to the business and the sport and active leisure industry. • Shows a basic understanding of the purpose of the existing business. • Shows a basic understanding of the data provided in the given scenario. • Shows a basic use of research from the sport and active leisure industry, with examples used to support the review of the scenario.	• Produces a clear review with sound references made to the business and the sport and active leisure industry. • Shows a clear understanding of the purpose of the existing business. • Shows a clear understanding of the data provided in the given scenario. • Shows a clear use of research from the sport and active leisure industry, with clear examples used to support the review of the scenario.	• Produces a detailed review with comprehensive references made to the business and the sport and active leisure industry. • Shows a detailed understanding of the purpose of the existing business. • Shows a detailed understanding of the data provided in the given scenario. • Shows a detailed use of research from the sport and active leisure industry, with sustained examples used to support the review of the scenario.

Activity 2

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Analyse the internal and external influences	**0**	**1–4**	**5-8**	**9-12**	**13-16**
	No rewardable material.	• Produces a limited analysis of internal and external factors that influence the business. • Demonstrates a limited knowledge and understanding of the business model used. • Demonstrates a limited understanding of how to apply a business model when analysing the business.	• Produces a basic analysis of internal and external factors, including competitor activity, that influence the business, supported by examples. • Demonstrates a basic knowledge and understanding of the business model used. • Demonstrates a basic understanding of how to apply a business model when analysing the business.	• Produces a sound analysis of internal and external factors, including competitor activity, that influence the business, supported by sound examples and some reference to wider research. • Demonstrates a sound knowledge and understanding of the business model used. • Demonstrates a sound understanding of how to apply a business model when analysing the business.	• Produces a detailed analysis of internal and external factors, including competitor activity, that influence the business, supported by detailed examples drawing on wider research. • Demonstrates a detailed knowledge and understanding of the business model used. • Demonstrates a detailed understanding of how to apply a business model, when analysing the business.

Activity 3

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Recommendations	**0**	**1–5**	**6–10**	**11–15**	**16-20**
	No rewardable material.	• Recommendations are generic, with limited reference to the development and marketing of the business. • Recommendations demonstrate limited consideration for meeting the needs of customers. • Recommendations demonstrate limited consideration for meeting trends in the industry. • Recommendations demonstrate limited consideration for meeting the needs of the business.	• Overall, recommendations are basic with reference to the development and marketing of the business. • Recommendations demonstrate basic consideration for meeting the needs of customers, supported by examples. • Recommendations demonstrate basic consideration for meeting trends in the industry, supported by examples. • Recommendations demonstrate basic consideration for meeting the needs of the business, supported by examples.	• Overall, recommendations form a sound plan with reference to the development and marketing of the business. • Recommendations demonstrate sound consideration for meeting the needs of customers, supported by relevant examples. • Recommendations demonstrate sound consideration for meeting trends in the industry, supported by relevant examples. • Recommendations demonstrate sound consideration for meeting the needs of the business, supported by relevant examples.	• Overall, recommendations form a comprehensive plan with reference to the development and marketing of the business. • Recommendations demonstrate detailed considerations for meeting the needs of customers, supported by detailed examples. • Recommendations demonstrate detailed consideration for meeting trends in the industry, supported by detailed examples. • Recommendations demonstrate detailed consideration for meeting the needs of the business, supported by detailed examples.

Activity 4

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Justify your recommendations	**0**	**1–3**	**4–6**	**7–9**	**10–12**
	No rewardable material.	• Justifications are generic with limited links made to the recommendations given. • Justifications make limited links between businesses and the wider business context.	• Justifications are basic with some links to the recommendations given. • Justifications are basic with some links between businesses and the wider business context, supported by examples.	• Justifications are sound with clear links made to the recommendations given. • Justifications are sound and make clear links between businesses and the wider business context, supported by sound examples.	• Justifications are comprehensive with sustained links made to the recommendations given. • Justifications are comprehensive with sustained links between businesses and the wider business context supported by sustained examples.





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