**Developing four mark answers in GCSE PE**

Answer Sheet



This was a very good response and gains all four available marks. The candidate makes clear that an advantage of sponsoring an athlete can increase the exposure of the company's brand, which may increase sales. The candidate provides further context by stating that being associated with a successful athlete will show the company in good light. The candidate then identifies correctly that a disadvantage could arise if the athlete is involved in deviance, giving a relevant example of taking performance enhancing drugs. This would have a negative impact on the reputation of the company and therefore reduce sales.

**4 marks**

Mark your answer to the example.

**DIRT Task**