



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF MANAGEMENT SCIENCES**  
**DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION: BACHELOR OF SPORT MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07BOSM</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: SMF521S</b>	<b>COURSE NAME: SPORT MANAGEMENT FOUNDATION</b>
<b>SESSION: JANUARY 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>
<b>2<sup>ND</sup> OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	<b>Mr. John-Graftt Ndungaua</b>
<b>MODERATOR:</b>	<b>Dr. S. Kaupa</b>
<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. Answer all questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Marks for each question are indicated at the end of each question.</li><li>4. This paper consist of three (3) sections, namely section A, B &amp; C.</li><li>5. Please ensure that your writing is legible, neat and presentable.</li><li>6. For section A and B, use the table below to indicate the correct answer, detach it and insert it in the exam book. Write your name and student number.</li></ol>	

**THIS QUESTION PAPER CONSISTS OF 5 PAGES (Including this front page)**

Section A, Question 1

MULTIPLE CHOICE QUESTIONS

Multiple Choice Questions, mark with an X to indicate your answer on the answer sheet provided on page (5), write your names, student number, detach the answer sheet and insert it in your examination booklet.

[5 x 2 = 10 marks]

1. Levels and stages of moral development\_\_\_\_\_.
  - a. Preconventionl Level
  - b. Conventional Level
  - c. Preconventional
  - d. A, B & C
  - e. A & B
  
2. The social world formed around a sport promotes a mindset & norms emphasizing:\_\_\_\_\_.
  - a. Non- violence
  - b. Self control
  - c. Respect for self and others
  - d. All of the above
  - e. None of the above
  
3. Sport Marketing includes the marketing of \_\_\_\_\_.
  - a. Products, such as equipment, apparel, and footwear
  - b. Services, such as skill lessons or club memberships
  - c. Such as leagues, teams, or individuals
  - d. None of the above
  - e. A, B & C
  
4. Leaders inspire \_\_\_\_\_
  - a. individuals
  - b. develop trust
  - c. encourage creativity and personal growth
  - d. All of the above
  - e. None of the above
  
5. The Four P's under the leadership theories are\_\_\_\_\_.
  - a. Product, People, Price, Place
  - b. Purpose, People, Planet, Probity
  - c. Personnel, People, Purpose, Public
  - d. Production, People Planet, Phase
  - e. None of the above

## Section B, Question 2

True or False, mark with an X to indicate your answer on the answer sheet provided on page (5), write your names, student number, detach the answer sheet and insert it in your examination booklet.

[10 x 1 = 10 marks]

1. Organizing-Communication-Coordination all comes well together through leadership
2. A marketer's message should grab people's attention, educate or convey a message, and entice people to purchase.
3. The Sport world is somehow immune to the ethical issues confronting managers and business people in general society
4. Leaders are exceptional people, born with innate qualities, destined to lead
5. An autocratic leader decentralizes power and decision making.
6. Without leadership, an organization would thrive
7. Value are derived from a variety of sources such as family, friends, teachers and religion.
8. It has been said that sport is a mirror, a microcosm, or reflection of society.
9. Violence in sports is only limited to men.
10. Leadership is a function of knowing yourself, having a vision that is well communicated, building trust among colleagues, and taking effective action to realize your own leadership potential."

### Section C

#### Question 3

Define the following terms Segmenting, Targeting, and Positioning [3 x 3 = 9 marks]

#### Question 4

List the 4 key team leader responsibilities you've covered in class [2x 4 = 8 marks]

#### Question 5

Discuss the following terms: Accountability, Responsibility, and Authority [2 x 3 = 6 marks]

#### Question 6

Define Sport Marketing, differentiating it from a Sport Marketer and Marketing [3 x 3 = 9 marks]

#### Question 7

What are the major differences between the Transformational Theory and the Behaviorist Management Theories? [3 + 3 = 6 marks]

#### Question 8

What Causes Aggressive Behaviour in Sport and what are the recommendations for each? [4 x 5 = 20 marks]

#### Question 9

Mention and discuss the four specific norms that make up the sport ethic covered in class. [3 x 4 = 12 marks]

#### Question 10

List and discuss the four most popular form of deviance (cheating) covered in class [2 + 2 + 3 + 4 = 11 Marks]

Good Luck

**Section A, Question 1: Answer Sheet;**

**MULTIPLE CHOICE QUESTIONS (5 x 2 = 10)**

#	A	B	C	D	E
1.					
2.					
3.					
4.					
5.					

**Section B, Question 2: Answer Sheet;**

**TRUE OR FALSE QUESTIONS**

**(10 x 1 = 10)**

#	TRUE	FALSE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		