



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 07BOSM	LEVEL: 7
COURSE CODE: CBS711S	COURSE NAME: CONSUMER BEHAVIOUR IN SPORT
SESSION: JUNE 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
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INSTRUCTIONS
<ol style="list-style-type: none">1. This paper comprises FIVE (5) questions2. Answer ANY FOUR (4) questions.3. Read all the questions carefully before answering.4. Marks for each question are indicated at the end of each question5. Write clearly and neatly.6. Number the answers clearly.7. Start each question on a new page.

THIS FIRST OPPORTUNITY EXAM PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1 (25 marks)

1.1 In your own understanding, define sport consumer attitude (5 marks)

1.2 Attitude can be classified into four functions. With the support of sporting examples, explain each of the following functions;

- a) Ego defensive function (5 marks)
- b) Utilitarian function (5 marks)
- c) Value expressive function (5 marks)
- d) Knowledge function (5 marks)

Question 2 (25 Marks)

Managers and marketers need to manage sport products very carefully in an ever-increasing competitive sport industry. With the aid of practical examples, outline four ways in which they can do so, be guided by the following below;

- a) Product differentiation
- b) Product development
- c) Product positioning
- d) Product branding

Question 3 (25 marks)

3.1. With the aid of practical examples, discuss the importance of conducting research in sports (10 marks)

3.2 In order to understand your fans as a sports marketer, giving practical examples, explain how you would use the demographic dimensions to segment fans in any sport. (15 marks)

Question 4 (25 marks)

No doubt, sports and the sports industry have incredible impact on various economies; locally, internationally and globally. With the support of Namibian examples, describe the nature of sport products and services in the following facets;

- a) Sports entertainment (8 marks)
- b) Sports products (8 marks)
- c) Sports support organisations (9 marks)

Question 5 (25 marks)

Using the Psychological Continuum Model, describe the following stages and discuss strategies that can be used by a sports marketer in the respective stages;

- a) Awareness stage (6 marks)
- b) Attraction stage (6 marks)
- c) Attachment stage (6 marks)
- d) Allegiance stage (7 marks)

END OF FIRST OPPORTUNITY EXAMINATION