



**PAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF MANAGEMENT**

<b>QUALIFICATION: BACHELOR OF SPORT MARKETING</b>	
<b>QUALIFICATION CODE: 07BOSM</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: SMT611S</b>	<b>COURSE NAME: SPORT MARKETING</b>
<b>SESSION: JUNE 2022</b>	<b>PAPER: (PAPER 1)</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	John-Grafft Ndungaua
<b>MODERATOR:</b>	Ms. Fortunate Sithole

<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 four (4) sections, namely section A, B, C &amp; D.</li><li>5. Please ensure that your writing is legible, neat and presentable.</li><li>6. For section A, B and C, use the table provided on page 7 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 \_7\_ PAGES (Including this front page)**



## Section A

Answer the following questions **TRUE or FALSE** on the answer sheet provided on page 7, detach and insert it in your exam book with your name and student number written on it.

### Question 1.

1. The phrase, " Sport consumer behaviour is about the journey not the destination " , describes the essence of sport and event consumer behaviour.
  - a) True
  - b) False
2. Consumer behavior is the foundation of all marketing.
  - a) True
  - b) False
3. A desire to seek out a consumption experience reflects a desire to satisfy internal needs and receive benefits through acquisition.
  - a) True
  - b) False
4. Sport isn't related to obesity rates, life expectancy and feelings of isolation, all which has implications for quality of life.
  - a) True
  - b) False
5. Sport has the ability to directly and indirectly influence a number of aspects in a person's life.
  - a) True
  - b) False
6. The study of sport consumer behaviour wasn't developed from the general field of consumer behaviour.
  - a) True
  - b) False
7. The customer is the individual who *sells* the product or service
  - a) True
  - b) False
8. A variety of topics are now investigated including attitudes toward entertainment and social services, purchase behaviour of durable and non-durable products, preference for services such as insurance, tourism, and hospitality, behaviour of household members, influence of culture on purchase intentions, decision making, and information processing ( Wells, 1993 ).
  - a) True
  - b) False
9. Sport and event consumer behaviour (SECB) is the process involved when individuals select, purchase, use, and dispose of sport and sport event related products and services to satisfy needs and receive benefits.
  - a) True



b) False

10. A marketer wants to determine what type of individual purchases a specific running shoe for recreation, fitness, competition, or fashion. This information doesn't help create market segments because all consumers buy a pair of shoes for the same reason.

a) True

b) False

(10 x 1 = 10)

### Section B

Answer the following **Multiple Choice Questions** on the answer sheet provided on page 7, detach and insert it in your exam book with your name and student number written on it.

#### Question 2.

1. Sports Producers May Provide:

a) Events for Participation

b) Sport Information

c) Athlete training

d) All of the above

e) None of the above

2. The sponsor can use the event to \_\_\_\_\_

a) Feed his/her ego

b) Reach important consumers for the company

c) Not draw the attention to the company

d) Give money away

e) None of the above

3. A sporting event may be \_\_\_\_\_

a) Amateur

b) Professional

c) Provide entertainment

d) All of the above

e) None of the above

4. What is marketed at sport events?

a) Sponsors product of services



- b) Traded product or services
- c) Non-Sponsors Product or services
- d) None of the above
- e) A and B

5. Sport Marketing is \_\_\_\_\_

- a) Is the marketing of sport.
- b) Is the marketing through sport.
- c) Is the application of marketing principles to sports properties and to non-sports products using sports.
- d) All of the above
- e) Only C

**(5 x 2 = 10)**





**Section C**

**Question 3.**

Match Column A to Column B with the correct answers on the answer sheet provided on page 7, detach and insert it in your exam book with your name and student number written on it.

<b>Column A</b>		<b>Column B</b>	
1.	Why Is Marketing Important?	1.	Without eating, we cannot survive
2.	Needs	2.	Increasing production
3.	Exchange Process	3.	Consists of variables controlled by marketing professionals in an effort to satisfy the target market
4.	Product	4.	refers to people with a defining set of characteristics that set them apart as a group
5.	Benefits of Marketing	5.	Process of carving out a relatively tiny part of a market that has a very special need not currently being filled
6.	The Marketing Mix	6.	Marketing transaction in which the buyer provides something of value to the seller in return for goods and services that meet that buyer's needs or wants
7.	Target Market	7.	Involves the goods, services, or ideas used to satisfy consumer needs
8.	Market Segmentation	8.	The process of identifying groups of consumers based on their common needs
9.	Niche Marketing	9.	The fixing your sports or entertainment entity in the minds of consumers in the target market
10.	Positioning	10.	Financial success is a direct result of an organization's ability to effectively market its products and services

**(10 x 1 = 10)**



**Section D**

**Question 4.**

What does the phrase, " Sport consumer behaviour is about the journey not the destination"

**(6)**

**Question 5.**

Explain the 10 aspects that are worth reviewing to understand the unique nature of sport consumer behaviour:

**(20)**

**Question 6.**

At the basic level, sport consumer motivation reflects desires to satisfy an internal need or receive a benefit through acquisition. This motivation process contains five basic stages, name and explain all five:

**(10)**

**Question 7.**

Define Sport Marketing.

**(10)**

**Question 8.**

Name and discuss with relevant examples the bases of segmentation

*(1 mark for naming, 2 marks for discussing & 1 mark for the example =4 x 5 = 12 marks)*

**(12)**

**Question 9.**

What can be marketed?

**(7)**

**Question 10.**

What are consumer insights?

**(5)**

**Total Marks 100**



**Section A;** TRUE or FALSE Answer Sheet, indicate with an X under the appropriate box

#	True	False
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9		
10		

**Section B;** TRUE or FALSE Answer Sheet indicate your answer by marking with an X under the appropriate box

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

**Section C**

**Question 3.**

Match Column A to Column B with the correct answers by indicating the corresponding number.

Column A	Column B
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

*Handwritten signature*

