



**PAMIBIA 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: JULY 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

2nd OPPORTUNITY EXAMINATION PAPER	
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MODERATOR:	Mr. Ndeulipula Hamutumwa

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer all questions.2. Read all the questions carefully before answering.3. Marks for each question are indicated at the end of each question.4. This paper consist of three (3) sections, namely section A, B & C.5. Please ensure that your writing is legible, neat and presentable.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.

THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)

Section A, Multiple Choice Questions (6 x 2 = 12)

Multiple Choice Questions: Mark with an X to indicate your answer on the answer sheet provided on page (4), write your names, student number, detach the answer sheet and insert it in your examination booklet.

Question 1

1.1 What are the rationalization for unethical behaviour in sport?

- a) Everyone else does it
- b) There's no rule against it
- c) This rule is not unethical because no one will ever know about it
- d) Circumstances require acting in this way
- e) All of the above

1.2 The source of attitude formation is:

- a) Innate
- b) Inherited
- c) Experience
- d) All of the above
- e) None of the above

1.3 Behaviour is any action or tendencies that can be:

- a) Not observable
- b) Directly observed
- c) Contagious
- d) All of the above
- e) None of the above

1.4 Identify two of the 3 components of attitudes.

- a) Affect
- b) Cognition
- c) Education
- d) A & B
- e) All of the above

1.5 Attitudes are:

- a) Permanent
- b) Not Permanent
- c) linked Genes
- d) All of the above
- e) None of the above

1.6 Consumer Goods refers to:

- a) Goods for mass production
- b) Goods bought for resell purposes
- c) Refers to the products or services for personnel or household use.
- d) All of the above
- e) None of the above

Section B, Question 2: True and False Questions (6 x 2 = 12)

True or False questions: Mark with an X to indicate your answer on the answer sheet provided on page (4), write your names, student number, detach the answer sheet and insert it in your examination booklet.

Question 2

- 2.1 An Opinion leader is person who influences others' attitudes or behaviors because they are perceived as possessing expertise about the product.
- 2.2 Culture is a group coexisting with other groups in a larger culture.
- 2.3 Mass media has no influence over attitude as far as purchasing behaviour is concerned.
- 2.4 A consumer is one who consumes goods and services in the market.
- 2.5 Attitudes are not observable; thus attitude research is important for marketers.
- 2.6 A reference group is a set of people a consumer wants to please or imitate.

Section C

Questions 3 – 9 (76 Marks in total)

Question 3

What does Consumer information processing entail? Explain each component in detail?

(10 marks)

Question 4

Explain in details the stages of Consumer information process.

(10 marks)

Question 5

Attitude can be classified into four functions. Name and explain each of these functions.

(20 marks)

Question 6

Explain moral justification with relevant sport examples.

(9 marks)

Question 7

Explain Problem recognition in consumer decision process.

(5 marks)

Question 8

List 8 things that describe good sportsmanship.

(8 marks)

Question 9

Name six ethical factors that affect the development of sport and explain each. **(14 marks)**

STUDENT NUMBER: _____

LECTURER: _____

MODE: _____

Section A, Question 1 Multiple Choice Questions


#	A	B	C	D	E
1.					
2.					
3.					
4.					
5.					
6.					

(6 x 2 = 12)

Section B, Question 2 True or False Questions

	True	False
1.		
2.		
3.		
4.		
5.		
6.		

(6 x 2 = 12)

 05/05/2019