



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 07BOSM	LEVEL: 6
COURSE CODE: SMT621S	COURSE NAME: SPORT MARKETING
SESSION: JUNE 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

1st OPPORTUNITY EXAMINATION PAPER	
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MODERATOR:	Ms. Gloria Karita

<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.
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THIS QUESTION PAPER CONSISTS OF 5 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 Sport Marketing can be defined as:

- a) The art of selling
- b) The art of advertising
- c) The art of public relation
- d) The art of promotion
- e) All of the above

1.2 The highest level in the sports event pyramid is:

- a) International
- b) National Events
- c) Global
- d) All of the above
- e) None of the above

1.3 The third sub-category of marketing of sport is

- a) Sporting preference in the community
- b) Sporting Apparel and Goods
- c) Information Processing
- d) All of the above
- e) None of the above

1.4 The second subcategory of marketing of sport is:

- a). Through the provision of a venue for participation of sport
- b). Simplicity in marketing
- c). Complex marketing strategies
- d). None of the above
- e). All of the above

1.5 Which of the following is one of the two Sport Marketing domains?

- a) Product marketing
- b) Apparels and goods
- c) Marketing through sports
- d) Sport centeredness
- e) Psychology of Sport

- 1.6 There are three types of product related competition and which of the following is the first?
- a) Product competition
 - b) Direct competition
 - c) Indirect competition
 - d) Knowing and understanding your competition
 - e) None of the above

Section B, 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 Technology is one of the external elements that affects sports marketing.
- 2.2 When using traditional marketing strategies, the marketer should identify the target market and develop a corresponding marketing mix that includes the product, distribution, pricing and promotion strategies designed to appeal to those target markets.
- 2.3 Marketing through Sport is failing to use sport as a vehicle to market products and services.
- 2.4 Under the four domains of Sport Marketing, sports products are divided in three categories.
- 2.5 Sporting events can only be streamed on TV.
- 2.6 A typical example of discrimination in the sport industry in Namibia include the case of women not receiving equal opportunities as men.

**Section C
Questions 3 - 8**

Question 3

Describe and discuss the Maslow's hierarchy of needs and provide examples, all within the sport marketing context. **(15 marks)**

Question 4.

With relevant examples, define Marketing? **(4 marks)**

Question 5.

Discuss the distinct factors that influence game attendance.

(14 marks)

Question 6.

Define and discuss the various variables of customer segmentation.

(18 marks)

Question 7.

Define marketing research and elaborate the marketing research process. **(17 marks)**

Question 8

Name and explain the 4 Ps of Sport Marketing Mix.

(8 marks)

STUDENT NUMBER: _____

LECTURER: _____

MODE: _____

Section A, Question 1 Multiple Choice Questions

#	A	B	C	D	E
1.1					
1.2					
1.3					
1.4					
1.5					
1.6					

(6 x 2 = 12)

Section B, Question 2 True or False Questions

	True	False
2.1		
2.2		
2.3		
2.4		
2.5		
2.6		

(6 x 2 = 12)

END OF EXAMINATION.