



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

2nd 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 Brand awareness means that:

- a) Customer come first
- b) Customer is always right
- c) Customer has to be aware of the product
- d) None of the above
- e) All of the above

1.2 The lowest level in the sports event pyramid is:

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

1.3 With spectator sports:

- a) Event ticket sales are critical
- b) Consumers don't matter
- c) Very little information is given
- d) All of the above
- e) None of the above

1.4 The communication process entails the following elements:

- a). Feedback – Sender – Encoding – Medium – Receiver - Noise
- b). Sender – Encoding – Medium – decoding – Receiver - Feedback
- c). Encoding – Sender – Medium – Decoding – Receiver - Feedback
- d). Noise – Sender – Encoding – Decoding – Medium – Receiver - Feedback
- e). None of the above

1.5 The following is a form of sponsorship

- a) Signage
- b) Trademarks
- c) logos
- d) Naming rights
- e) All of the above

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 The most common and probably most popular form of sponsorship is the branding of sporting equipment, which the athletes uses during their sporting activities.
- 2.2 Brand image is consumers' set of beliefs about brands, which in turn, shape attitudes.
- 2.3 Marketing through Sport is to use sport as a vehicle to market products and services.
- 2.4 Technology plays a minimal role in sports marketing.
- 2.5 Once the message has been transmitted through the medium, feedback is received immediately.
- 2.6 Competition isn't an influencing factor in price setting.

Section C
Questions 3 - 10

Question 3

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

Question 4

Name and explain the 4 Ps of Sport Marketing Mix. **(8 marks)**

Question 5

Define and explain sport marketing? **(5 marks)**

Question 6

Explain factors that determine or influence the price. **(7 marks)**

Question 7

List factors that affect the elasticity of demands **(7 marks)**

Question 8

Explain what licensing is. In your answer, provide benefits to both the licensor and licensee.

(8 marks)

Question 9

Define and explain endorsement.

(9 marks)

Question 10

Define marketing research and elaborate the marketing research process

(17 Marks)

END OF EXAMINATION.

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)