

**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 07BSMN	LEVEL: 7
COURSE CODE: CBS711S	COURSE NAME: CONSUMER BEHAVIOR IN SPORT
SESSION: JUNE 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	MR. PETER HAUFIKU (FT/ PT/ DI)
MODERATOR:	Mrs. T'Neil Young

INSTRUCTIONS	
<ol style="list-style-type: none">1. This paper comprises FIVE (5) questions2. Answer ALL FOUR (5) 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.	

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES (Including this front page)

Question 1

1.1 Define sports consumer behaviour and explain its significance in the sports industry. **(5 Marks)**

1.2 Discuss the process of decision-making in sports consumer behavior, considering the following stages:

- a) Problem recognition **(3 Marks)**
- b) Information search **(3 Marks)**
- c) Evaluation of alternatives **(3 Marks)**
- d) Purchase decision **(3 Marks)**
- e) Post-purchase behavior **(3 Marks)**

Question 2

Using examples, discuss how the following environmental factors influence an individual's sporting involvement;

- a) Parents, friends, family, coaches and peers **(8 Marks)**
- b) Cultural norms and values **(8 Marks)**
- c) Social class factors **(9 Marks)**

Question 3

Numerous competitive leagues, clubs or teams have engaged in massive modernised fan engagement programs across the globe, in numerous sport codes. Explain the following non-match day fan engagement best practices, with support of any sport leagues, clubs or teams of your own choice;

- a) Team apps **(5 Marks)**
- b) Loyalty scheme/ rewards **(5 Marks)**
- c) Sport camp **(5 Marks)**
- d) Usage of stadiums and surroundings **(5 Marks)**
- e) Fan activation and visualisation zones **(5 Marks)**

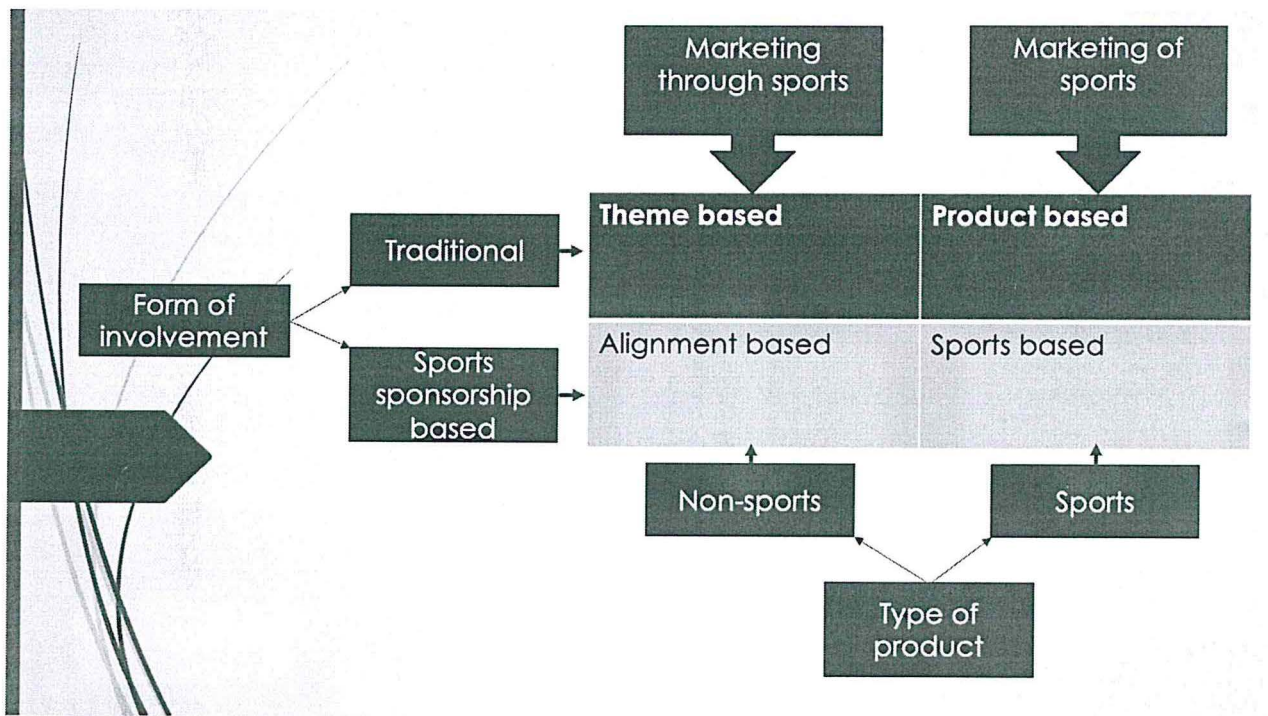
Question 4

The use of digital media has revolutionized sports marketing strategies. Evaluate the role of social media platforms in sports marketing, considering their impact on fan engagement, brand promotion, and revenue generation for sports organizations. **(15 Marks)**

Question 5

Explain the image in detail.

(15 Marks)



Total Marks = 100

END OF EXAMINATION