

**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

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

<b>SECOND OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	MR. PETER HAUFIKU (FT/ PT/ DI)
<b>MODERATOR:</b>	Mrs. T'NEIL YOUNG

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper comprises <b>FIVE (5)</b> questions.</li><li>2. Answer <b>ALL FIVE (5)</b> questions.</li><li>3. Read all the questions carefully before answering.</li><li>4. Marks for each question are indicated at the end of each question</li><li>5. Write clearly and neatly.</li><li>6. Number the answers clearly.</li></ol>

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

### **Question 1**

1.1 In your own understanding, define sport consumer attitude **(5 Marks)**

1.2 Attitude can be classified into four functions. With the support of sporting examples, explain each of the following functions;

- a) Ego defensive function **(5 Marks)**
- b) Utilitarian function **(5 Marks)**
- c) Value expressive function **(5 Marks)**
- d) Knowledge function **(5 Marks)**

### **Question 2**

No doubt, sports and the sports industry have incredible impact on various economies; locally, internationally, and globally. With the support of Namibian examples, describe the nature of sport products and services in the following facets;

- a) Sports entertainment **(8 Marks)**
- b) Sports products **(8 Marks)**
- c) Sports support organizations **(9 Marks)**

### **Question 3**

Using the Psychological Continuum Model, describe the following stages and discuss strategies that can be used by a sports marketer in the respective stages;

- a) Awareness stage **(6 Marks)**
- b) Attraction stage **(6 Marks)**
- c) Attachment stage **(6 Marks)**
- d) Allegiance stage **(7 Marks)**

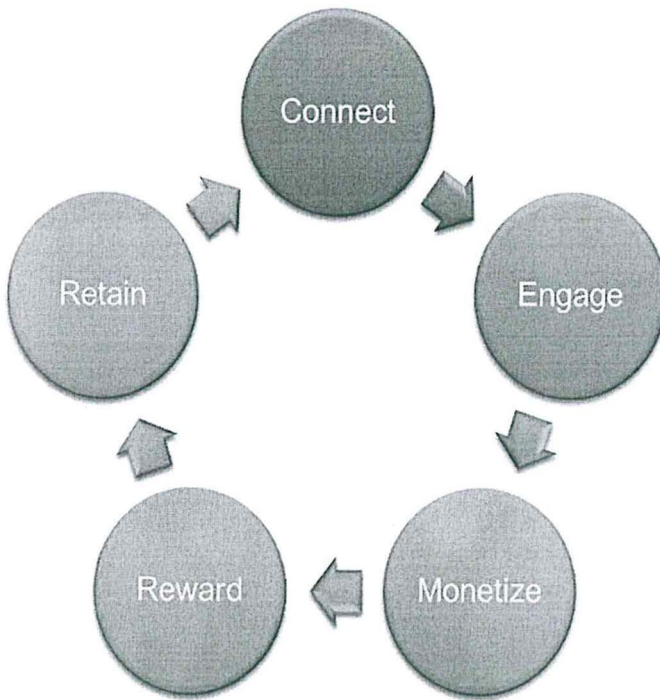
### **Question 4**

Sports sponsorship is a crucial aspect of sports marketing. Explain the concept of sports sponsorship and discuss its benefits for both sponsors and sports organizations, providing examples to support your answer. **(10 Marks)**

**Question 5**

**(15 Marks)**

Describe the image in detail.



**Total Marks = 100**

**END OF EXAMINATION**