

**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 2025	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 the concept of consumer behaviour in sport and briefly discuss its relevance for sport marketers and team managers.

(5 marks)

1.2 Describe the stages in the consumer decision-making process in sport, using a local sports event example:

- A. Problem awareness **(2 marks)**
- B. Internal and external information sources **(3 marks)**
- C. Consideration of alternatives **(3 marks)**
- D. Purchase behaviour **(3 marks)**
- E. Experience and satisfaction **(4 marks)**

QUESTION 2

Social and psychological influences affect how fans and participants engage in sport.

Discuss the role of the following in shaping sport consumption behaviour, using sport-specific examples:

- Peer and family influence **(6 marks)**
- Role of opinion leaders (e.g., celebrities, influencers, coaches) **(6 marks)**
- Socioeconomic status and its impact on sport preferences **(6 marks)**
- Cultural identity and traditional sporting values **(7 marks)**

QUESTION 3

Sports brands invest heavily in fan retention and loyalty.

Analyse the effectiveness of the following match-day and non-match-day engagement strategies, supporting your answer with real-life cases from any sport code:

- Exclusive member experiences **(5 marks)**
- Stadium technology and innovation **(5 marks)**
- Community-based sport events **(5 marks)**
- Behind-the-scenes digital content **(5 marks)**
- Fan contests and gamification **(5 marks)**

QUESTION 4

Digital platforms have transformed the relationship between fans and sport entities.

Critically assess the strategic use of digital media in building and managing fan relationships in sport. Your answer should address:

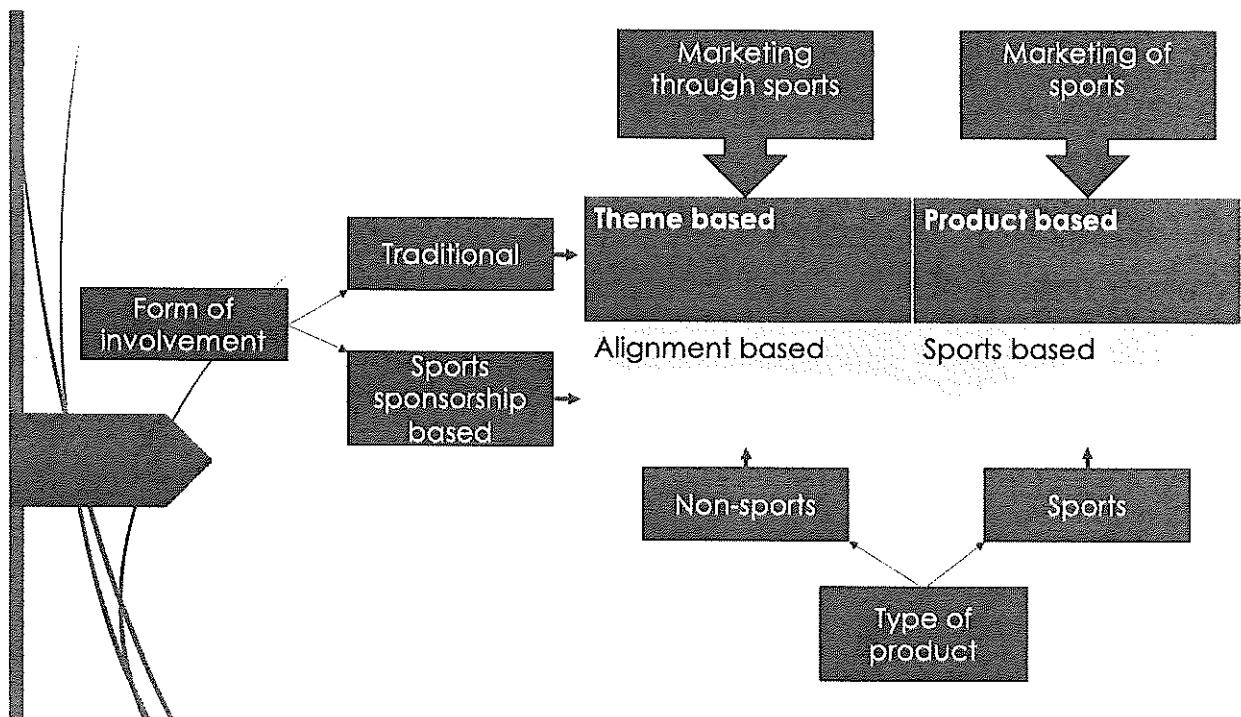
- Fan personalization
- Two-way communication and interactivity
- Building brand communities
- Influencer marketing in sport
- Measuring digital engagement

(15 marks)

Question 5

Explain the image in detail.

(15 Marks)



Total Marks = 100

END OF EXAMINATION