

**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: JULY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION	
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) questions.2. Answer ALL FIVE (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 term attitude formation in sport consumer behavior and explain why it is important for sport marketers.

(5 Marks)

1.2 Discuss the following functions of attitude and how they influence consumer responses in sport marketing, using relevant sport examples:

- A. Utilitarian function **(5 Marks)**
- B. Ego-defensive function **(5 Marks)**
- C. Value-expressive function **(5 Marks)**
- D. Knowledge function **(5 Marks)**

QUESTION 2

With practical Namibian examples, discuss the following key categories of the sport product and service offering:

- A. Competitive sporting events and their entertainment value **(8 Marks)**
- B. Tangible and intangible sport products **(8 Marks)**
- C. The role of regulatory or support bodies in the sport ecosystem **(9 Marks)**

QUESTION 3

Explain the stages of the Psychological Continuum Model (PCM) and provide suitable strategies to enhance consumer movement through these stages:

- A. Initial Awareness and Fan Introduction **(6 Marks)**
- B. Creating Fan Interest and Emotional Pull **(6 Marks)**
- C. Strengthening Loyalty and Personal Relevance **(6 Marks)**
- D. Developing Committed Advocates and Lifelong Supporters **(7 Marks)**

QUESTION 4

Define sports sponsorship and critically analyse the mutual benefits it creates for both corporate sponsors and sport entities.

Support your answer with at least two examples from local or international sport sponsorship deals.

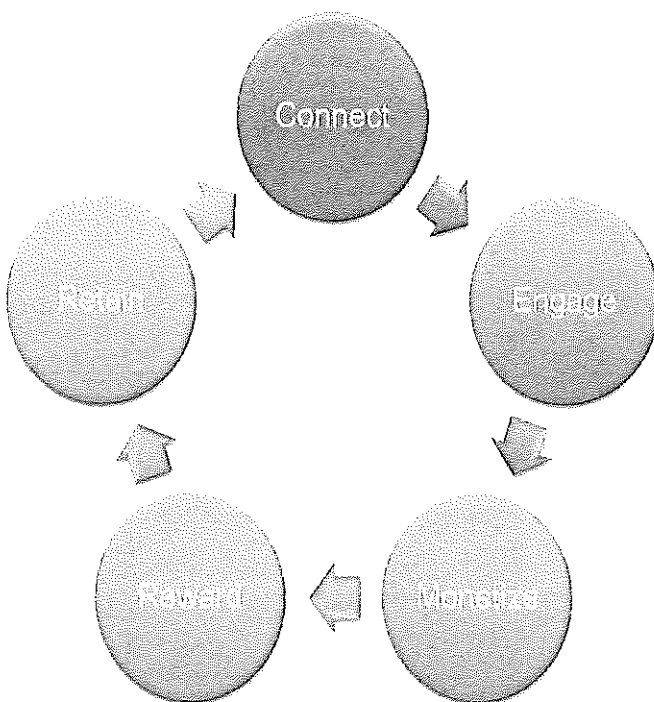
(10 Marks)

QUESTION 5

Interpret the image provided during the exam and explain its relevance to the sport consumer journey or marketing funnel.

Relate your discussion to real examples in the sport context.

(15 Marks)



Total Marks = 100

END OF EXAMINATION