



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION:</b> BACHELOR OF SPORT MANAGEMENT	
<b>QUALIFICATION CODE:</b> 07BOSM	<b>LEVEL:</b> 7
<b>COURSE CODE:</b> CBS711S	<b>COURSE NAME:</b> CONSUMER BEHAVIOUR IN SPORT
<b>SESSION:</b> JULY 2022	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	DR. MAXWELL CHUFAMA
<b>MODERATOR:</b>	MR. PETER HAUFIKU

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper comprises <b>FIVE (5)</b> questions</li><li>2. Answer <b>ANY FOUR (4)</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><li>7. Start each question on a new page.</li></ol>

**THIS SECOND OPPORTUNITY EXAM PAPER CONSISTS OF 2 PAGES (Including this front page)**



**Question 1 (25 marks)**

Simply put, people are motivated to watch or participate in a sport activity or sport event because the behavior has certain attractive outcomes. At the basic level, sport consumer motivation reflects desires to satisfy an internal need or receive a benefit through acquisition. Using practical sport examples, explain the sport consumer motivation process using the following five basic stages;

- a) Need recognition (5 marks)
- b) Tension reduction (5 marks)
- c) Drive state (5 marks)
- d) Want pathway (5 marks)
- e) Goal behaviour (5 marks)

**Question 2 (25 marks)**

In your own opinion, explain any fan engagement best practices on a match or non-match day in any sport, team or club of your choice. (25 marks)

**Question 3 (25 marks)**

Marketers are very much interested in the link between personality traits and sport consumer behaviour. On the following traits list, **choose five (5) traits** that you can explain with practical examples on how they influence sport marketing strategies;

- a) Consumer innovativeness (5 marks)
- b) Sensation seeking (5 marks)
- c) Variety seeking (5 marks)
- d) Dogmatism (5 marks)
- e) Social character (5 marks)
- f) Need for uniqueness (5 marks)

**Question 4 (25 marks)**

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 organisations (9 marks)

**Question 5 (25 marks)**

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)

**END OF SECOND OPPORTUNITY EXAMINATION**

