



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION: BACHELOR OF SPORT MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07BOSM</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: CBS711S</b>	<b>COURSE NAME: CONSUMER BEHAVIOUR IN SPORT</b>
<b>SESSION: JUNE 2019</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>1<sup>st</sup> OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	<b>Mr. John-Graftt Ndungaua (FT/PT/DI)</b>
<b>MODERATOR:</b>	<b>Mr. Ndeulipula Hamutumwa</b>

<p style="text-align: center;"><b>INSTRUCTIONS</b></p> <ol style="list-style-type: none"><li>1. Answer all questions.</li><li>2. Read all the questions carefully before answering.</li><li>3. Marks for each question are indicated at the end of each question.</li><li>4. This paper consist of three (3) sections, namely section A, B &amp; C.</li><li>5. Please ensure that your writing is legible, neat and presentable.</li><li>6. For section A and B, use the table below to indicate the correct answer, detach it and insert it in the exam book. Write your name and student number.</li></ol>
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**THIS QUESTION PAPER CONSISTS OF 4 PAGES (Including this front page)**

**Section A, Multiple Choice Questions (6 x 2 = 12)**

**Multiple Choice Questions: Mark with an X to indicate your answer on the answer sheet provided on page (4), write your names, student number, detach the answer sheet and insert it in your examination booklet.**

Question 1

1.1 Sport Marketing can be defined as:

- a) Process of planning to execution of the 4Ps
- b) Human Division
- c) Organizational Structures
- d) The science of the mind and behaviour
- e) All of the above

1.2 The source of attitude formation

- a) Innate
- b) Inherited
- c) Experience
- d) All of the above
- e) None of the above

1.3 Attitudes are

- a) Observable
- b) Not observable
- c) Contagious
- d) All of the above
- e) None of the above

1.4 The consumer decision process involves?

- a). Problem search
- b). Problem recognition
- c). Information search
- d). All of the above
- e). B & C

1.5 Social class is:

- a) Is the rank of people in society
- b) Is people with similar occupation
- c) Not linked to income
- d) Sharing political and religious beliefs
- e) A, B & D

1.6 Consumer Decision Making is influenced by \_\_\_\_\_:

- a) Internal, Social, & Situational influences
- b) External, Social & Situational influences
- c) Extravagant, Social & Internal
- d) Internal, Cordial and Situational influences
- e) None of the above

**Section B, True and False Questions (6 x 2 = 12)**

**True or False questions: Mark with an X to indicate your answer on the answer sheet provided on page (4), write your names, student number, detach the answer sheet and insert it in your examination booklet.**

**Question 2**

- 2.1 Defensive attribution is when people generally accept (or take) credit for success (internal attributions) but assign failures to others or outside events (external attribution)
- 2.2 Attitude is an innate predisposition to behave in a consistently favourable or unfavourable manner with respect to a given object.
- 2.3 Anything toward which one has an attitude is called an Attitude Object.
- 2.4 A customer is one who consumes goods and services in the market
- 2.5 Behaviour is any action or tendencies that can be directly observed
- 2.6 Consumer behaviour is a study of individuals or groups and the processes they use to select, secure, use and dispose products ,services ,experiences and ideas

**Section C**

**Questions 3 – 9 (76 marks in total)**

**Question 3**

What does Consumer Information Processing entail? Explain each component in detail? **(10 marks)**

**Question 4**

Explain in details the stages of Consumer Information process. **(10 marks)**

**Question 5**

Discuss why ethics in sport is important, looking at the different values in sport. **(25 marks)**

**Question 6**

With concrete examples, contrast between durable, non-durable goods & services? **(9 marks)**

**Question 7**

What is Customer behaviour? **(5 marks)**

**Question 8**

Describe the fundamental differences between customers and consumers. **(7 marks)**

**Question 9**

Name five ethical factors that affect the development of sport and explain each. **(10 marks)**

STUDENT NUMBER: \_\_\_\_\_

LECTURER: \_\_\_\_\_

MODE: \_\_\_\_\_

**Section A, Question 1 Multiple Choice Questions**


#	A	B	C	D	D	E
1.						
2.						
3.						
4.						
5.						
6.						

(6 x 2 = 12)

**Section B, Question 2 True or False Questions**

	True	False
1.		
2.		
3.		
4.		
5.		
6.		

(6 x 2 = 12)

 05/05/2019