



**PROGRAMME** : HUMAN MOVEMENT STUDIES

**MODULE NAME** : SPORT AS AN ENTERPRISE

**MODULE CODE** : MBK2C01

**DATE** : JUNE 2014

**DURATION** : ONE HOUR

**TOTAL MARKS** : 50

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**EXAMINER** : MR CS FORTUIN

**MODERATOR** : MS P SERRA

**NUMBER OF PAGES** : THIS PAPER CONSISTS OF TWO (2) PAGES

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**INSTRUCTIONS TO CANDIDATES:**

**PLEASE ANSWER ALL QUESTIONS.**

**QUESTION 1**

Discuss the Micro-environment of a sport enterprise and how the market interacts with the Micro environment by using appropriate examples from the Sport Industry. [10]

**QUESTION 2**

Discuss professionalism and manipulation as a trend in the sport industry. Use applicable examples to support your discussion. [10]

**QUESTION 3**

(a) Discuss the following business entities and how they are similar to entities in the Sport Industry:

3.1 A sole proprietor

3.2 A company(PTY) LTD.

3.3 A Joint Venture

Use appropriate examples in the Sport Industry [10]

**QUESTION 4**

Discuss how sport has become commercialized and why sport can be viewed as an enterprise. [10]

**QUESTION 5**

Discuss the sport production sector and give relevant examples in the South African Sport Industry. [10]

**TOTAL: 50**