



JUNE EXAMINATION

PROGRAMME : HUMAN MOVEMENT STUDIES
MODULE NAME : GENERAL MANAGEMENT IN SPORT
MODULE CODE : MBK2C02
DATE : JUNE 2014
DURATION : ONE HOUR
TOTAL MARKS : 50

EXAMINER : MR CS FORTUIN

MODERATOR : MS P SERRA

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

INSTRUCTIONS TO CANDIDATES:

PLEASE ANSWER ALL QUESTIONS.

QUESTION 1

- (a) Explain what you understand the Sport management process entails. (5)
- (b) Explain the role of a sport manager. (5)

QUESTION 2

Discuss the Planning process as a tool in a sport environment. Use applicable examples to justify your discussion. (10)

QUESTION 3

How will you apply the management principles of control in a sport enterprise? Explain. (10)

QUESTION 4

Explain how sport managers can utilise Maslow's Need Hierarchy (theory) in order to motivate their employees/players. Make use of examples to support your explanation. (10)

QUESTION 5

As a leader in your sport club, discuss, by using examples what you would do to improve/optimize communication in a sport club. (10)

TOTAL 50