



## **JUNE EXAMINATION**

**PROGRAMME** : HUMAN MOVEMENT STUDIES

**MODULE NAME** : SPORT MARKETING 2014

**MODULE CODE** : MBK3C01

**DATE** : JUNE 2014

**DURATION** : TWO HOURS

**TOTAL MARKS** : 120

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**EXAMINER** : MR BASIE JORDAAN

**MODERATOR** : DR HB KLOPPER

**NUMBER OF PAGES** : THIS PAPER CONSISTS OF 3 PAGES INCLUDING THIS PAGE

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**INSTRUCTIONS TO CANDIDATES:**

1. MAKE SURE THAT YOU HAVE THE COMPLETE PAPER.
2. SECTION 1 AND SECTION 2 (CASE STUDY QUESTIONS)

**ANSWER ALL THE QUESTIONS.**

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**SECTION 1: (80)**

**Total Section 1: 80 marks**

**QUESTION 1:(5)**

Define "Sports Marketing" and discuss the "two major thrusts" that sports marketing has developed?

**QUESTION 2:(12)**

Discuss and describe marketing "myopia" in Sport?

**QUESTION 3: (5)**

Discuss the Sport Industry Model as suggested by Mullin?

**QUESTION 4: (4)**

List the bundle of characteristics of the Sport Product?

**QUESTION 5: (12)**

Illustrate with a diagram and then discuss how the marketing mix can be used to manipulate the "escalator" towards developing new "business markets"?

**QUESTION 6: (3)**

What did Ice Hockey achieved when introducing the "third man in" rule?

**QUESTION 7: (10)**

List the core elements of the "sport product" with its extended elements?

**QUESTION 8: (6)**

List three pricing factors to consider when planning "Market Demand"?

**QUESTION 9: (3)**

Explain the product space map?

**QUESTION 10: (20)**

10.1 Provide a definition of Public Relations? (2)

10.2 List 8 functions of Public Relations? (16)

10.3 Discuss HOW Public Relations may promote employee relations? (2)

**Total Section 1: 80 marks**

## **SECTION 2 (40)**

**Total Section 2: 40 marks**

### **CASE STUDY QUESTIONS (Appendix A)**

#### **"The 95 DJ Rally"**

Read "The 95 DJ Rally" Case Study and answer the following questions:

1. Discuss, describe and provide **three** examples of bases of segmentation that you believe is applicable in this sponsorship?(21)
2. What would be the core product and extensions of this event?(4)
3. List five **advertising media** that is applicable in this event?(5)
4. At each **stage or place** (dorpje) of the rally, there is a "**Start**" and a "**Finish**".  
Explain at least three aspects of facility design and layout that the Sport Marketer has to consider?(10)

**Total Marks : 120 marks**