



JUNE EXAMINATION

PROGRAMME : HUMAN MOVEMENT STUDIES

MODULE NAME : SPORT MARKETING 2014

MODULE CODE : HMS8X14/SPB10X7

DATE : JUNE 2014

DURATION : 3 HOURS

TOTAL MARKS : 130

EXAMINER : MR B JORDAAN

MODERATOR : DR HB KLOPPER

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

INSTRUCTIONS TO CANDIDATES:

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

ANSWER ALL THE QUESTIONS.

SECTION 1: (40)

Theme:

Nedbank intends to launch new products and services. They are looking for a marketing platform through which they can launch various properties.



QUESTION 1:(5)

Explain to the board the definition of "Sport Marketing" and discuss the two major thrusts that sports marketing has developed?

QUESTION 2: (5)

What 5 strategic steps does Nedbank have to consider in their marketing management processes?

QUESTION 3: (10)

Loyalty programmes in banking is part of Strategic Marketing Management processes. How can Nedbank use the "escalator" concept to their benefit in their current loyalty programmes? Illustrate your answer with a diagram and discuss in detail with examples.

QUESTION 4: (20)

The annual Comrades race is taking place again this year! The Nedbank board would like you to make proposals in this regard. You decided to include the following in your proposal ...

4.1 Motivate "What" Sport Sponsorship is as well as the provisions that one should look at?(9)?

4.2 Discuss WHY sport sponsorship should be attractive to Nedbank comparing to other promotional elements?(10)

4.3 What is a Co-Sponsorship Agreement?(1)

Total Section 1: 40 marks

SECTION 2:

CASE STUDY QUESTIONS

Nedbank Commercial Vehicle Sponsorships

Read the Nedbank Case Study: "Nedbank Commercial turns on the Wheels Market!" and answer the following questions:

1. Towards which sector does Nedbank has a growing commitment? (2)
2. What did Jack de Blanche indicated is Nedbank Commercials' strategic intention? (2)
3. Discuss, describe and provide examples of bases of segmentation that you believe is applicable in this Nedbank Sponsorship?(21)
4. Discuss the Nedbank Sponsorship in terms of its core product and extensions?(4)
5. Describe three types of data that is important to Nedbank to collect?(10)
6. What opportunities for Data Sources for an effective **Nedbank Database Marketing System** can you identify, considering internal and external sources as well as a typical design for a typical database marketing system?(10)
7. What advertising media did Nedbank make use of in this sponsorship?(11)
8. Name and describe four standard **pricing** approaches that Nedbank can follow when staging the vehicle rally tours? (10)
9. At each stage or **place** (dorp) of the **Nedbank Rally Tour** 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)
10. Explain How Nedbank can maximize its **revenue** through maximizing its customer **experience**?(10)

Total Section 2: 90 marks

GRAND TOTAL : 130 MARKS