



SUPPLEMENTARY NOVEMBER EXAMINATION

PROGRAMME : NATIONAL DIPLOMA SPORT MANAGEMENT
MODULE NAME : LEISURE MANAGEMENT
MODULE CODE : STM11B1
DATE : DECEMBER 2014
DURATION : 1 HOUR
TOTAL MARKS : 50

EXAMINER : MR B MICHLER
MODERATOR : PROF CJ ROUX
NUMBER OF PAGES : THIS PAPER CONSISTS OF TWO (2) PAGES

INSTRUCTIONS TO CANDIDATES:

MAKE SURE THAT YOU HAVE THE COMPLETE PAPER.

ANSWER ALL THE QUESTIONS.

QUESTION 1 (10)

There are many risk factors involved in tourism and hospitality. Name risk factors that Brazil faced when hosting the FIFA World Cup this year.

QUESTION 2(15)

Having leadership skills is an important component of being a well-rounded individual.

1. Name and discuss three styles of leadership. (10)
2. What leadership style do you think is ideal? Make use of an example to support your thoughts. (5)

QUESTION 3(10)

What motivates people to buy recreation? Similarly, what demotivates people not to buy recreation?

QUESTION 4 (15)

The marketing mix comprises factors such as "product", "price", "place", "promotion" and "performance". Tabulate factors in pricing the leisure product.

TOTAL: 50