



## **JUNE EXAMINATION**

**PROGRAMME** : HUMAN MOVEMENT STUDIES  
**SUBJECT NAME** : FACILITY AND EVENT MANAGEMENT  
**SUBJECT CODE** : HMS 8X12 / SPB 08X7  
**DATE** : JUNE 2016  
**DURATION** : THREE (3) HOURS  
**TOTAL MARKS** : 150 MARKS

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**EXAMINER** : PROF WIM HOLLANDER  
**MODERATOR** : PROF INA SHAW  
**NUMBER OF PAGES** : TWO (2) PAGES

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### **INSTRUCTIONS TO CANDIDATES:**

**PLEASE ANSWER ALL QUESTIONS**

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**QUESTION 1**

One of the critical aspects of a sport and recreation facility is that sound financial management principles should be applied. Discuss the concepts of financial analysis and facility financing. (30)

**QUESTION 2**

You are requested to manage the construction of a sport and recreation facility after it has been planned and designed. What would you take in consideration and do during this process? (30)

**QUESTION 3**

The Varsity Sport Company request you to stage a beach volleyball tournament in Hermanus (Western Cape) during the December 2015 holidays. Explain what you would take into consideration when planning and presenting the event. (30)

**QUESTION 4**

You are requested to find a site for and do the design of a sport and recreation facility. Discuss what you will take into consideration in the selection and design process of the facility. (30)

**QUESTION 5**

You are requested by the local municipality of Cape Town to design a marketing plan for the Green Point Stadium. Discuss what you would consider by referring to the concept of marketing, the marketing process, facility marketing and sales. (30)

**TOTAL: 150**