JUNE EXAMINATION

PROGRAM	:	HUMAN MOVEMENT STUDIES
SUBJECT	:	GENERAL MANAGEMENT IN SPORT
CODE	:	MBK2C01 & 2 / HMS1CA2 / HMS2CB2 / SPM02C2
DATE	:	JUNE 2016
DURATION	:	THREE (3) HOURS
TOTAL MARKS	:	100

EXAMINER	:	MR. C.S. FORTUIN
MODERATOR	:	PROF. W. HOLLANDER
NUMBER OF PAGES	:	THREE (3) PAGES

INSTRUCTIONS TO CANDIDATES:

THIS QUESTION PAPER CONSISTS OF TWO SECTIONS.
BOTH SECTIONS MUST BE ANSWERED

SECTION A
(SPORT AS A BUSINESS)

QUESTION 1

Discuss the Macro environment of a Sport enterprise with appropriate examples from the Sport Industry.   [10]

QUESTION 2

Discuss professionalism and manipulation as trends in the sport industry. Use applicable examples to support your discussion.   [10]

QUESTION 3

(a) Discuss the following business entities and how they are similar to entities in the Sport Industry:
3.1 A Joint Venture
3.2 A Company(PTY) LTD.
3.3 A Board of Directors

Use appropriate examples to explain these business entities in the Sport Industry.   [10]

QUESTION 4

Discuss how sport has become commercialized and why sport can be viewed as an enterprise/business.   [10]

QUESTION 5

Discuss the sport participation and achievement sector and give relevant examples in the South African Sport Industry.   [10]

SECTION B
(GENERAL MANAGEMENT IN SPORT)

QUESTION 1

(a) Explain what you understand by the concept Sport Management.   [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 principle of Leading/Motivating in a sport
enterprise to achieve above-average results? Explain.   [10]

QUESTION 4

Explain how sport managers can utilise Maslow's Need Hierarchy (theory) in order to
motivate their employees/players to achieve better results. 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/optimise communication among your members.   [10]

TOTAL = 100 MARKS