



**NOVEMBER EXAMINATION**

**PROGRAMME:** NATIONAL DIPLOMA: SPORT MANAGEMENT

**MODULE:** SPORT MANAGEMENT 1 B

**CODE:** STM 11B1

**DATE:** 13 NOVEMBER 2017

**TIME:** TWO (2) HOURS

**MARKS:** 100 MARKS

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**EXAMINER:** MR C.D SWANEPOEL

**MODERATOR:** MR C. FORTUIN

**NO. OF PAGES:** THREE (3) PAGES

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**INSTRUCTIONS TO CANDIDATES:**

1. READ THE QUESTIONS CAREFULLY.
  2. ANSWER ALL THE QUESTIONS.
  3. MAKE SURE YOU HAVE THE COMPLETE PAPER.
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### **QUESTION 1**

1.1 Define what leisure is. (10)

1.2 Discuss reasons why we seek leisure. (10)

**[20]**

### **QUESTION 2**

Name and give a short description of MASLOWS hierarchy of needs. (10)

### **QUESTION 3**

Name and give a full description with examples of the 5 basic elements a leisure program consists of. (25)

### **QUESTION 4**

Name and describe the 3 levels of leisure management. (10)

### **QUESTION 5**

Align the term in column A with the description in Column B (6)

<b>Column A</b>	<b>Column B</b>
5.1 Manufacturing	A) Produces food commodities
5.2 Agriculture	B) Immediately intrinsically rewarding, relatively short-lived pleasurable activity requiring little or no training to enjoy it
5.3 Information industry	C) Systematic pursuit of an amateur, hobbyist or volunteer activity that participants find so substantial and interesting that they launched themselves on a career centred on acquiring the skills required to perform the activity (usually no remuneration)
5.4 Services	D) Transforms raw materials into finished products for resale. Many businesses here are involved in the creation of leisure goods

5.5 Casual leisure	E) Exchange of knowledge and facts between parties
5.6 Serious leisure	F) Transactions between people (involves dialogue, empathy, mood creation, personal interaction)

**QUESTION 6**

Name the characteristics of a volunteer. (8)

**QUESTION 7**

Discuss the growth of the South African sport and recreation industry (21)

**TOTAL: 100 MARKS**