



SUPPLEMENTARY EXAMINATION

PROGRAMME : SPORT MANAGEMENT HONOURS

MODULE NAME : SPORT MARKETING

MODULE CODE : HMS8X14 / SPB10X7

DATE : 18 JULY 2017

DURATION : THREE (3) HOURS

TOTAL MARKS : 150 MARKS

EXAMINER : MR M. DICK

MODERATOR : MS J. VAN WYK

NUMBER OF PAGES : THREE (3) PAGES

INSTRUCTIONS TO CANDIDATES:

MAKE SURE THAT YOU HAVE THE COMPLETE PAPER.

ANSWER ALL THE QUESTIONS.

QUESTION 1 (15 MARKS)

Discuss five (5) current sport megatrends in Sport Marketing with relevant examples.

QUESTION 2 (15 MARKS)

Several areas in sport are more prone to be involved in the legal environment. Describe five (5) areas in sport that are relevant to the above-mentioned statement.

QUESTION 3 (20 MARKS)

A good marketing plan aligns tactical details and operations with broader organizational strategies. Keeping this in mind, should you be responsible for the marketing of Orlando Pirates Football Club, explain with practical sport examples the Marketing Planning Process you will follow.

QUESTION 4 (24 MARKS)

The sponsorship of the South African National Rugby team have been in the news often this year. How you would go about ensuring a sponsorship for the Springboks? Give special attention to the strategic planning steps as well as benefits you would offer the potential sponsor.

QUESTION 5 (10 MARKS)

One of the challenges that National Field Hockey teams face is the low attendance of matches. Argue what you would consider to improve the core game product.

QUESTION 6 (10 MARKS)

Describe what pitfalls should be avoided when your company is active on social media.

QUESTION 7 (20 MARKS)

Discuss the changes we can expect in the world of Sport Marketing in the next 10 years. Also discuss what aspects could be especially relevant to South Africa.

QUESTION 8 (5 MARKS)

The Bosman Ruling of 1995 changed football forever. Argue whether you agree with this statement or not by explaining how it came about and what it means.

QUESTION 9 (15 MARKS)

"From a marketing perspective the Varsity Cup have been extremely successful because off all the stickiness present." Argue this statement by explaining your view.

QUESTION 10 (10 MARKS)

In marketing terms what is meant by the elevator concept and why is it relevant for sport marketing?

QUESTION 11 (6 MARKS)

What three (3) news worthy event of the last month is relevant to the world of Sport Marketing?

TOTAL: 150 MARKS