



**EXAMINATION**

**PROGRAM** : HUMAN MOVEMENT STUDIES  
**SUBJECT** : GENERAL MANAGEMENT IN SPORT  
**CODE** : SPM02C2 / MBK2C01 / MBK2C02 / HMS1CA2  
**DATE** : 30 MAY 2017  
**DURATION** : TWO (2) HOURS  
**TOTAL MARKS** : 100 MARKS

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

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**INSTRUCTIONS TO CANDIDATES:**

1. This Question Paper consists of TWO Sections.
  2. Section A is Sport as an Enterprise.
  3. Section B is General Management in Sport.
  4. Both Sections MUST be answered
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**SECTION A – SPORT AS AN ENTERPRIZE (50 MARKS)**

**ANSWER ALL QUESTIONS.**

**QUESTION 1**

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

**QUESTION 2**

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

**QUESTION 3**

Discuss the following business entities and how they are similar to entities in the Sport Industry:

- 3.1 A Sole Proprietor
- 3.2 A Company (PTY) LTD.
- 3.3 A Joint Venture

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

**QUESTION 4**

Discuss commercialization of sport and why sport can be viewed as an enterprise/business. [10]

**QUESTION 5**

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

**SECTION B - GENERAL MANAGEMENT IN SPORT (50 MARKS)**

**ANSWER ALL QUESTIONS.**

**QUESTION 1**

- (a) Explain what you understand under the concept Sport Management. (5)
- (b) Explain the role of a Sport Manager. (5)

**QUESTION 2**

Discuss the Planning process as a management 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/optimize communication among your members. (10)

**TOTAL: 100 MARKS**