



UNIVERSITY  
OF  
JOHANNESBURG

<b><u>FACULTY</u></b>	: Health Sciences
<b><u>DEPARTMENT</u></b>	: Sport and Movement Studies
<b><u>CAMPUS</u></b>	: DFC
<b><u>MODULE</u></b>	: SPM02C2 General Management in Sport
<b><u>SEMESTER</u></b>	: First
<b><u>EXAM</u></b>	: May 2018

<b><u>DATE</u></b>	: 29 May 2018	<b><u>SESSION</u></b>	: 08h30
<b><u>ASSESSOR(S)</u></b>	: Mr. C.S.Fortuin		
<b><u>MODERATOR</u></b>	: Mrs. C. Volkwyn		
<b><u>DURATION</u></b>	: 2 Hour	<b><u>MARKS</u></b>	: 100 Marks

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NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
  2. Number your answers clearly
  3. Answer section A and section B
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**SECTION A**

**(Sport as a Business)**

**PLEASE 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)**

**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/optmise communication among your members.

(10)

**TOTAL = 100 MARKS**