



<u>FACULTY</u>	: Health Sciences
<u>DEPARTMENT</u>	: Sport and Movement Studies
<u>CAMPUS</u>	: DFC
<u>MODULE</u>	: SPM02C2 General Management in Sport
<u>SEMESTER</u>	: First
<u>EXAM</u>	: SSA July 2019

<u>DATE</u>	: July 2019	<u>SESSION</u>	: 08:00-11:00
<u>ASSESSOR(S)</u>	: Mr. C.S.Fortuin		
<u>MODERATOR</u>	: Dr.H.Morris-Eyton		
<u>DURATION</u>	: 2 Hours	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
 2. Number your answers clearly
 3. Answer section A and section B in separate books
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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 Institutionalisation and Demystification 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 Board of Directors

3.4 A Government

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

QUESTION 4

Argue the reasons why a Sport Club can be categorised as a Business. Use applicable examples to validate your argument.

[10]

QUESTION 5

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

SECTION B

General Management in Sport)

Please Answer all the 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 Organisational 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 Control 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

Discuss the strategic planning process in a sport environment. Use applicable examples to justify your discussion. **(10)**

TOTAL = 100 MARKS