



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>	: <b>SSA</b> July 2019

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

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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 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**