



University of Fort Hare

Together in Excellence

HUS 211

DEGREE EXAMINATIONS

DATE: JUNE 2023

TIME: 3hrs

MARKS: 100

MODULE: HUS 211

THIS PAPER CONSISTS OF 6 PAGES INCLUDING COVER PAGE

INTERNAL EXAMINER

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INSTRUCTIONS:

Answer All Questions

QUESTION 1:

[10]

Choose one correct answer for the following statements.

- 1. Analyse sport product is [1]**
 - a) Verbal communication
 - b) Sponsors
 - c) Non-verbal communication
 - d) A & C

- 2. The recreational sports spectrum includes the following except: [1]**
 - a) Instructional sport
 - b) Environmental enhancement
 - c) Club sport
 - d) Instructional sport

- 3. The primary elements of a sports marketing plan include: [1]**
 - a) Project the market
 - b) Packaging the product
 - c) Position the product
 - d) None of the above

- 4. Sports promotion segment are: [1]**
 - a) The products offered as tools to promote the sport product.
 - b) Those products needed/ desired to influence the quality of sport performance.
 - c) Those products that were given to consumers as a participation.
 - d) The goods services, people, places, and idea

- 5. Self-directed participation with an individualized approach to fun and fitness can be termed as: [1]**
 - a) Instructional sports
 - b) Intramural sports
 - c) Professional sports
 - d) Informal sports

6. _____ creates a human environmental interface that in turn promotes environmental concern and education. [1]
- a) Environmental enhancement
 - b) Environmental science
 - c) Crime reduction
 - d) Quality life
7. The indirect result of the provision of areas of leisure involvement. [1]
- a) Property value
 - b) Quality of value
 - c) Environmental
 - d) Sport product
8. The product's overall direction of program its resources is- [1]
- a) Administrative staff
 - b) Sport coordinator
 - c) Fitness director
 - d) Building manager
9. A part-time position that is paid hourly wage or is a volunteer and works face to face with clients [1]
- a) Auxiliary staff
 - b) Personal trainer
 - c) Pool operator
 - d) Assistant operator
10. A product may be positioned based on: [1]
- a) Benefit
 - b) Application
 - c) Class
 - d) All the above

QUESTION 2

[20]

Match the following statement- in column A with the correct answer in column B. E.g., 2.1

A.

Match Items	Answer Items
2.1 Economic impact model	a) Sport performance segment
2.2 Product type model	b) Sport entertainment
2.3 Sport activity model	c) Sport sector model
2.4 Psychographic	d) Participant driven
2.5 Recreational sport	e) Appealing to customers
2.6 Temporal perspective	f) Scientific Persuasion
2.7 Two-way asymmetrical model	g) Time pressures
2.8 Contemporary approaches	h) Stake government agencies
2.9 Public organizations	i) Competing values and stakeholders
2.10 Spectator motivation	j) Social institution
2.11 Sport	k) Self-esteem enhancement
2.12 Networking	l) Administrative and regulatory athletic association
2.13 Sport activity model	m) Maintaining informal relationship with business partners of athletic performance
2.14 Aesthetic value	n) Antecedent states as a situation influence on the consumer encompasses
2.15 Moods	o) Is associated with the innate beauty
2.16 Eustress	p) Primary mission is to provide a quality service using available resources.
2.17 Consumer behaviour	q) time spent together in sport can build family bonding.

2.18 service	r) satisfaction with life frequently occurs during leisure sport.
2.19 Quality of life	s) Processes involved when individuals or groups select dispose of products, services to satisfy needs and desires
2.20 Family Cohesion	t) is a form of positive stress or arousal.

QUESTION 3

[60]

- a) Explain the 10- step process for developing a sport marketing with the help of examples. [20]
- b) As a new upcoming entrepreneur, it is important to do introspection. Provide a thorough discussion on the various components of a SWOT analysis of the future climate of MLB. Use examples to substantiate your answer [10]
- c) Distinctive images are created in consumer's mind based on several through processes. Briefly discuss these processes. [5]
- d) Define sport marketing according to Pitts and Stotlar. [4]
- e) List the 8-consumer involvement and identification. [8 x 2 = 16].
- f) Name Five program delivery areas of Recreation sport. [5]

Question 4

[10]

State whether the following statements are true/ false.

- 4.1 Cognitive dissonance is a feeling of anxiety that can occur after an important decision has been made. [1]
- 4.2 Consumer involvement and identification is a process to shortcut the decision process and stimulate continued team related spending. [2]
- 4.3 Economies of scale represent savings originating from maximisation of resources used throughout organization. [1]
- 4.4 Eustress is a form of negative stress experienced by sport fans. [1]
- 4.5 Experiences, feelings and beliefs work together to formulate consumer's attitude. [1]
- 4.6 Public relation is a strategic communication process that builds mutually beneficial relationship between organization and the public. [1]
- 4.7 Marketing efforts often directed at shaping people's perceptions of a particular product or brand. [1]
- 4.8 Goals are specific summary statements of expected outcomes. [1]
- 4.9 Sports are consistent and predictable for a variety of reasons. [1]
- 4.10 A critical thinker should know when to apply sponge approach and when to apply panning for gold. [1]

TOTAL MARK 100