

BINDURA UNIVERSITY OF SCIENCE EDUCATION

FACULTY OF SCIENCE AND ENGINEERING

DEPARTMENT: SPORTS SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN SPORTS SCIENCE AND MANAGEMENT

SSM 423: SPORT ENTREPRENEURSHIP

DURATION: 3 HOURS

TOTAL MARKS: 100

JUN 2023

INSTRUCTIONS TO CANDIDATES

JUN 2023

Answer **two** questions from Section and **two** questions from Section B.

Section A

1. Define any five of the following terms in relation to sport:

- i. Entrepreneurship
- ii. Intrapreneurship
- iii. Innovation
- iv. Invention
- v. Venture Capital
- vi. Free enterprise system
- vii. Competitive advantage
- viii. Outsourcing
- ix. Sponsorship
- x. Downsize

[20]

2. Discuss the stages of a business life cycle.

[20]

3. Discuss the roles of sport entrepreneurship and intrapreneurship in economic development. In your response, highlight their differences.

[20]

Section B.

4. Addidas have announced an interest in entering the sport business market in Zimbabwe.

Task: As part of the planning team, describe how you and your team would evaluate the business opportunities for Addidas.

[30]

5. You are part of a sport consulting company hired to advise a new professional soccer team.

Task: Advise the team on how to commercialise legally. In your response, highlight how trademarks, copyrights and licencing procedures will affect their establishment. [30]

6. BuddyUp is a sport technology company that has designed an application that helps runners find running buddies based off their location, running pace and gender. This technology is no longer exclusive to BuddyUp, therefore they are in need of an innovative product to regain their market advantage.

Task: As an intrapreneur hired by BuddyUp, describe the process you will follow to develop a new product for BuddyUp. [30]

END OF PAPER