

BINDURA UNIVERSITY OF SCIENCE EDUCATION**FACULTY OF SCIENCE AND ENGINEERING****DEPARTMENT: SPORTS SCIENCE****BACHELOR OF SCIENCE HONOURS DEGREE IN SPORTS SCIENCE AND MANAGEMENT****SSM423: SPORT ENTREPRENEURSHIP****DURATION: 3 HOURS****TOTAL MARKS: 100****INSTRUCTIONS TO CANDIDATES****JUN 2025**

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

Section A

1. Describe any four types of entrepreneurship with the aid of sports-related examples. [20 Marks]
2. Explain the role of research and development in sports entrepreneurship. [20 Marks]
3. Discuss the benefits and risks of digital transformation in sport business. [20 Marks]

Section B.

4. You and a couple of colleagues are planning to start a sport consulting business.

Task: Describe the five phases of the entrepreneurial process that you would follow to start your business, in your answer, consider the influence of African culture on entrepreneurship. [30 Marks]

5. Zimbabwe Cricket is preparing to co-host the 2027 ICC Cricket World Cup alongside South Africa and Namibia

Task: As the Managing Director of Zimbabwe Cricket, how would you use digital technology to improve event management of this upcoming event and improve the performance of Zimbabwe Cricket? [30 Marks]

6. You have been appointed the venue manager for the Queens Sports Club. Your first task is to streamline its working practices, improve reporting, and modernize its operations to make operational improvements across the venue and to help digitise working processes and automate reporting capabilities.

Task: Discuss the management system(s) that will be affected by the changes that you will make and describe how Kotter's eight-stage model can be used to implement change. [30 Marks]

END OF PAPER