

BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF SCIENCE AND ENGINEERING
DEPARTMENT: SPORTS SCIENCE
MASTER OF SCIENCE DEGREE IN SPORTS MANAGEMENT
SM 501: MANAGING THE SPORT ENTERPRISE

DURATION: 3 HOURS
(Plus 15 Minutes for Practical Preparation/Case Reading)

TOTAL MARKS: 100

INSTRUCTIONS TO CANDIDATES

Section A is **compulsory**.

Answer **three** questions from Section B.

Section A

1. Read the case-study below and answer the following questions:

Case Study

The International Cricket Council (ICC) has announced that the 2027 men's Cricket World Cup will be hosted in Africa.

South Africa, Zimbabwe and Namibia will co-host the 50-over tournament, which is held every four years. It will be the first time since 2003 that the event will be held on the continent, after venues in South Africa, Zimbabwe and Kenya were used 18 years ago. "This is fantastic news, coming after we worked hard and with determination as a group to get the World Cup back on our soil," Zimbabwe Cricket chairman Tavengwa Mukuhllani said. "And this is clearly a vote of confidence in what we as Zimbabwe Cricket are doing and in what we as Africa can do."

"We are humbled by the trust the ICC has placed in our bid and thrilled by the opportunity we have been given to put cricket on a new and sustainable path for generations to come." **"On our part, we are ready to ensure the ICC men's Cricket World Cup 2027 stands out as a unique event that celebrates Africa in all its magnificent splendour, richness, vibrancy, diversity and glory."** The 2003 tournament was slightly overshadowed by England and New Zealand refusing to travel to play in Zimbabwe and Kenya respectively **because of security concerns**. Despite those refusals, Pakistan, Netherlands, Australia, India and Namibia all played in Zimbabwe while Sri Lanka travelled to face Kenya in Nairobi.

The chairperson of the Cricket South Africa (CSA) board, Lawson Naidoo, was also delighted with the ICC announcement. "This is great news for cricket in South Africa and indeed the entire African continent," he said. "CSA had submitted a compelling bid for the men's World Cup to return to our shores and **for Africa to again enjoy the sporting, social and economic benefits of hosting this prestigious world cricket event.**" We are delighted that through this tournament the world will get a view of the abundance of talent that abounds in this beautiful part of the world." Namibia, which recently created history at the T20 World Cup by reaching the latter stages of the tournament, are included as co-**hosts despite having limited cricketing resources in the country.**

Source: Sport Africa. (2021) *The International Cricket Council (ICC) has announced that the 2027 men's Cricket World Cup will be hosted in Africa.* <https://www.bbc.com/sport/africa/59309723> [07 September 2022]

Task:

- a. The article highlights concerning destination brand perceptions that influenced the success of the previous event. How can Zimbabwe **leverage** this event to improve the **nation's brand** messages? [20]
- b. Use the **event planning process** to discuss the steps Zimbabwe needs to take while planning this event. In your response highlight what the event planners need to take into consideration. [20]

Section B.

2. Puma SE, branded as Puma, is a German multinational corporation that designs and manufactures athletic and casual footwear, apparel and accessories, and is headquartered in Herzogenaurach, Bavaria, Germany. Puma is the third largest sportswear manufacturer in the world. Puma offers products for Football, Basketball, Running, Training and Fitness, Golf, Motorsports and Sportstyle. Puma sponsors a myriad of athletes and professional teams including the Zimbabwe Cricket team uniform. Puma has expressed interest in opening a Puma shop in Zimbabwe and has hired you as a consultant.

Task:

Conduct an **environmental analysis** and advise Puma on the best strategy to establishing a shop in Zimbabwe [20 marks]

3. You have been appointed as the project manager for the new rugby stadium that is to be constructed in Bindura.

Task:

Describe the **planning process** for the construction of this stadium and in your answer; consider the **project management tasks** that must be completed. [20 marks]

Tennis Zimbabwe is the governing body for tennis in the country. One of their objectives is to raise the profile of the sport and produce world-class tennis athletes.

Task:

As the new business consultant, advise Tennis Zimbabwe on how they can use **technology** to improve their **organizational performance**. [20 marks]

In March 2023, The Zimbabwe Cricket team will be hosting the New Zealand Cricket team as they play a series of four matches.

Task:

As one of the event planners, conduct a **risk assessment** for the event. [20 marks]

You are in the process of establishing a professional sport team (select a sport code and location of your choice.)

Task:

Discuss the Zimbabwe **sport environment** and describe how Zimbabwe's **sport policy** will influence the **governance** of your sport organization. [20 marks]

END OF PAPER