

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

**FACULTY OF SCIENCE**

**DEPARTMENT OF SPORT SCIENCE**

**JUN 2023**

**BACHELOR OF SCIENCE HONOURS DEGREE IN SPORT SCIENCE AND MANAGEMENT**

**SPORT MARKETING: SSM 223**

**3 HOURS**

**TOTAL MARKS 100**

**INSTRUCTIONS TO CANDIDATES**

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

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**Section A**

1. (a). Illustrate the difference between marketing of sport and marketing through sport citing local and international specific examples? (15 marks)  
(b). You have been appointed marketing manager at an Alcohol Brewing Company. Explain your role in marketing the products through sport giving possible challenges to be faced? (15 marks)
2. Explain how advertising, sales promotion, personal selling and public relations can be used to promote sport products and services in Zimbabwean market? (30 marks)
3. As the Director of Marketing in a sport organisation, illustrate the key sections of a sponsorship proposal to be presented to your marketing team. (30 marks)

**Section B**

4. In the sport industry value chain, discuss the influential role of following sectors of sport:  
(a). Government sector (6 marks)  
(b). Non-Profit sector (6 marks)  
(c). Corporate or Professional sport sector. (8 marks)
5. Discuss the special features of any competitive sport product on the market. (20 marks)
6. Describe the 5 types of spectators in sport giving the implications of such categorisation to a sport marketer. (20 marks)

**END OF EXAMINATION**