

## BINDURA UNIVERSITY OF SCIENCE EDUCATION

## FACULTY OF SCIENCE AND ENGINEERING

## DEPARTMENT: SPORTS SCIENCE

 MAR 2023

PROGRAMME: BACHELOR OF SCIENCE HONORS DEGREE IN SPORTS SCIENCE AND  
MANAGEMENT

COURSE CODE SSM221 (1):PUBLIC AND MEDIA RELATIONS IN SPORT

DURATION: 3 hours

TOTAL MARKS: 100

## INSTRUCTIONS TO CANDIDATES

Answer the two questions from section A and two questions from section B .

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## Section A

1. Discuss the different forms of communication outlined in the Grunig and Hunt's Four Models of Public Relations (1984). (20 marks)
2. i. Define the term Brand Management. (5 Marks)  
ii. Explain the role of sports brand management as a public relations tool . (15 Marks)
3. Discuss the Critical Success factors in Public Relations with reference to sports examples (20 Marks)

## Section B

4. Discuss the significance of Naik and Gupta (2013): Viewer-based Brand Equity model in Sport communication theory. (30 Marks)
5. Discuss the impact of the Zimbabwe Media Commission on sport communication effectiveness . (30 Marks)

6. Explain why Zimbabwean sports entities are struggling to attract and return meaningful broadcasting rights agreements. (30 Marks)

END OF PAPER