

BINDURA UNIVERSITY OF SCIENCE EDUCATION**FACULTY OF SCIENCE AND ENGINEERING****DEPARTMENT: SPORTS SCIENCE****BACHELOR OF SCIENCE HONOURS DEGREE IN SPORTS SCIENCE AND MANAGEMENT****SSM 414: STRATEGIC MANAGEMENT IN SPORTS****DURATION: 3 HOURS****TOTAL MARKS: 100****INSTRUCTIONS TO CANDIDATES**

OCT 2024

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

1. a) Define strategic management in sports. (3 marks).
b) Discuss why you would recommend Sports Organisations in Zimbabwe to adopt strategic management in their operations. (17 marks).
2. Explain the following strategic management terms with reference to sporting examples.
 - a) Objectives (5 marks)
 - b) Key Success factors (5 marks)
 - c) Core values (5 marks)
 - d) Vision (5 marks).
3. Discuss key principles in strategy implementation in sport. (20marks)

Section B.

4. As a sports manager, you have been tasked by a sports organisation you are working for to scan its environment using the SWOT analysis model.

Task: Explain how you would develop strategies from the results of your analysis. (30 marks).

5. Identify challenges associated with sport organisations and suggest measures that can be adopted to ensure successful strategy implementation in Zimbabwean sports organisations. (30 marks)

6. As a Sports Director, you have been invited to a meeting for sports managing directors and have been tasked to present a paper focusing on strategic management approaches with the topic, 'There is no one best approach to strategic planning an organisation can adapt'.

Task. Discuss the implications of the statement above. (30 marks).

END OF PAPER