



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**  
**COLLEGE FOR LIFELONG LEARNING.**

*Faculty of Law, Business Intelligence and Economics.*

**EXAMINATION PAPER 1**

**COURSE CODE** : SFA 112 – Principles of Sports Marketing  
**COURSE TITLE** : Diploma in Sports Finance and Administration  
**SPECIAL REQUIREMENTS** : None

**DURATION** : 3 Hours  
**LEVEL** : 1.1  
**DATE** :

29 JUL 2024

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Question 1 (Section A) is compulsory. In Section B, choose and answer any Three (3) questions.
3. The number of marks for each question or part question is shown in brackets [ ]
4. Begin each answer on a new page.
5. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

**SECTION A. COMPULSORY QUESTION**

**QUESTION 1**

Develop a promotional campaign for a new sports event. **(25 Marks)**

**SECTION B – Answer any 3 questions.**

**QUESTION 2**

Evaluate the role of public relations in sports marketing **(25 Marks)**

**QUESTION 3**

What are the key factors to consider when selecting a sports sponsorship? **(25 Marks)**

**QUESTION 4**

Discuss the effectiveness of different advertising media in sports marketing. **(25 Marks)**

**QUESTION 5**

- (a) Explain the concept of brand equity in sports. **(15 Marks)**
- (b) How can social media be used to build a strong sports brand? **(10 Marks)**

**QUESTION 6**

Analyse a sports-related advertising campaign of your choice and give a strong case of its success. **(25 Marks)**