



ZIMBABWE EZEKIEL GUTI UNIVERSITY

COLLEGE FOR LIFELONG LEARNING

FACULTY OF LAW, BUSINESS INTELLIGENCE AND ECONOMICS

EXAMINATION PAPER

Diploma in Sports Finance and Administration: Part 1 Semester 1

COURSE CODE : DSFA112
COURSE TITLE : Principles of Sport Marketing
DURATION : 3 Hours
DATE : 09 JUN 2025

INSTRUCTIONS TO CANDIDATES:

1. Answer any **FOUR** questions only.
2. Each question carries 25 Marks.
3. Start each question on a new page of your answer sheet.
4. Use relevant examples or case studies in answering your questions

QUESTION 1

With aid of examples, evaluate the four types of sport consumers that are found in Zimbabwe.

[25 marks]

QUESTION 2

Compare the corporate, non-profit and public sport sectors in Zimbabwe using examples.

[25 marks]

QUESTION 3

a) Assess the four elements of the promotions mix that can be used to promote a sport product. [13 marks]

b) Determine the external factors that influence the ability of sport customers to attend matches and events in Zimbabwe using examples. [12 marks]

QUESTION 4

Evaluate the four main areas or features of sports facilities which sport marketers are compelled to consider in order to maximise sport consumer experience. [25 marks]

QUESTION 5

With aid of examples, assess the structure of sport marketing in any organisation of your choice. [25 marks]

THE END

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