



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

**FACULTY OF LAW, BUSINESS INTELIGENCE AND ECONOMICS**

**EXAMINATION PAPER 1**

**COURSE CODE** : DSFA113 - Sport Human Capital Management  
**COURSE TITLE** : SPORT FINANCE & ADMINISTRATION  
**SPECIAL REQUIREMENTS** : None

**DURATION** : 2 Hours  
**LEVEL** :  
**DATE** :

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. The number of marks for each question or part question is shown in brackets [ ]
4. Diagrams and labelled sketches are encouraged where appropriate.
5. Begin each answer on a new page.
6. **DO NOT OPEN THIS PAPER UNTIL THE INVIGILATOR INSTRUCTS YOU.**

## SECTION A – COMPULSORY QUESTION

### QUESTION 1

**Case Study:** A sports organization is facing a crisis due to a recent scandal involving one of its high-profile athletes. The organization's reputation is at risk, and there is a need for effective crisis management.

- a) Identify the key stakeholders involved in the crisis and their interests. **(10 marks)**
- b) Discuss the potential consequences of the crisis on the organization's reputation and athlete relationships. **(10 marks)**
- c) Explain the steps that the organization's management could take to mitigate the crisis and restore its reputation. **(5 marks)**

## SECTION B – ANSWER ANY THREE QUESTIONS

### QUESTION 2

Discuss the importance of diversity and inclusion in sports human capital management, including the benefits and challenges of implementing diversity initiatives. **(25 Marks)**

Explain the concept of talent management in sports, including the strategies for identifying, developing, and retaining top athletes. **(25 Marks)**

### QUESTION 3

Analyze the role of leadership in shaping organizational culture in sports, including the impact on athlete performance and well-being. **(25 marks)**

### QUESTION 4

Explain the concept of talent management in sports, including the strategies for identifying, developing, and retaining top athletes. **(25 Marks)**

**QUESTION 5**

Explain the concept of workforce planning in sports human capital management, including the importance of succession planning. **(25 Marks)**

**QUESTION 6**

The future of player management in the sports industry in Zimbabwe is not very much clear and a privy for the few. What can be the challenges facing the player agencies in Zimbabwe? **(25 Marks)**.

**END**

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