



ZIMBABWE EZEKIEL GUTI UNIVERSITY

COLLEGE OF LIFELONG LEARNING

EXAMINATION PAPER

MODULE CODE : DSC124
MODULE TITLE : SPORT MARKETING AND IMAGE RIGHTS
DURATION : 2 Hours
LEVEL : 1.1
DATE :

26 NOV 2025

INSTRUCTIONS TO CANDIDATES:

1. No cell phones are allowed in the examination venue.
2. Use of silent, non-programmable calculators is allowed
3. Answer **Question 1** and any other **TWO** in Section B.
4. Begin each question on a new page.
5. The number of marks for each question or part question is shown in brackets []
6. Show all workings, where applicable.

SECTION A (40 MARKS)

ANSWER ALL QUESTIONS FROM THIS SECTION

1. What are the five key areas of sports marketing? (10)
2. Briefly describe the five keys of sports marketing. (10)
3. Explain the five Ps of sports marketing. (10)
4. What is the meaning of right to image? (2)
 - b. what are two things that an athlete can image rights to protect? (2)
 - c. who can athletes work with to manage and protect their image?(2)
 - d. briefly describe the term "right to image" (4).

SECTION B (60 MARKS)

ANSWER ANY THREE QUESTIONS FROM THIS SECTION

5. The media can be used to promote sport in Zimbabwe. Explain in detail how this can be done? (20)
6. Briefly explain the roles of any five media in sports. (20)
7. Using examples explain how marketing can be enhanced through sporting teams and events. (20)
8. Companies can use major sporting events to market their products. Explain giving examples how this can be done. (20)
9. What is counter marketing strategies? (20)
10. Explain in detail how image rights can benefit a player? (20).

1/0 PAM