



# ZIMBABWE EZEKIEL GUTI UNIVERSITY

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## COLLEGE FOR LIFELONG LEARNING

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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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