



ZIMBABWE EZEKIEL GUTI UNIVERSITY
COLLEGE FOR LIFELONG LEARNING.

FACULTY OF LAW, BUSINESS INTELLIGENCE 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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