SUMMER EXAMINATIONS 2015

SPO100615N

MODULE TITLE: Sport & Leisure Management
LEVEL: Four
TIME ALLOWED: Two hours

Instructions to students:

- Please enter your student number NOT your name on all answer booklets.

- Answer ALL questions from SECTION A, use the multiple choice answer grid provided. For each question, clearly mark your answer by choosing the most appropriate answer from the options available and circling the corresponding letter on the answer sheets provided. **DO NOT** write on the test.

- Answer ONE question from SECTION B in a separate answer booklet, clearly with the number of the question you are answering.

- Both sections are equally weighted.

- Neither books nor notes may be taken in to the examination.

- You may not remove this examination paper from the examination room. For all purposes the examination paper remains the property of The University of Northampton.

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SECTION A – ANSWER ALL QUESTIONS.

1. De Knop and Hoyng (1998) identified how many different forms of sport’s social significance?
   a. 6  
   b. 12  
   c. 18  
   d. 24

2. Which of the following is located at the bottom tier in Maslow's Hierarchy of Needs (Maslow, 1943)?
   a. Safety  
   b. Love / belonging  
   c. Physiological  
   d. Esteem

3. According to the UK Government’s definition of physical activity (DoH, 2009), which of the following might be considered “Everyday Activity”?
   a. Recreational walking  
   b. Casual sport at facilities (e.g. swimming)  
   c. Dance  
   d. None of the above

4. According to Hoye et al. (2006), which sector of the sport and leisure industry “develops communities & meets needs of particular groups within these”?  
   a. Private  
   b. Public  
   c. Voluntary (non-profit)  
   d. All of the above

5. Commercial enterprises and professional sport are located in which sector of the sport and leisure industry?
   a. Private  
   b. Public  
   c. Voluntary (non-profit)  
   d. All of the above
6. To which sector of the sports industry would *Street Games* belong?
   a. Private
   b. Public
   c. Voluntary (non-profit)
   d. All of the above

7. The coalition (ConDem) sport policy published in 2012 was called:
   a. Sport: Raising the Game
   b. A Sporting Future for All
   c. Creating a Sporting Habit for Life: A New Youth Strategy
   d. Game Plan

8. According to Lowi (1966), governments:
   a. Distribute
   b. Redistribute
   c. Regulate
   d. All of the above

9. Which of the following sports event must be shown on ‘free to air’ TV in the UK (Ofcom, 2014)?
   a. Rugby League Challenge Cup Final
   b. Cheltenham Gold Cup
   c. Premier League football matches
   d. All of the above

10. Pruess (2003) identifies how many distinct periods in the economic development of the Olympic Games?
    a. Three
    b. Four
    c. Five
    d. Six

11. Which Games is widely considered to have had the most significant impact on the commercialisation of the Olympic movement?
    a. 1984 Los Angeles
    b. 1988 Seoul
    c. 1992 Barcelona
    d. 1996 Atlanta
12. Coca-Cola has sponsored every Olympic Games since:
   a. 1928 Amsterdam
   b. 1932 Los Angeles
   c. 1960 Rome
   d. 1984 Los Angeles

13. Which of the following are / have been beneficiaries of the money raised through the Olympic movement’s commercial revenue?
   a. LA84 Foundation
   b. Olympic Solidarity
   c. Answers A and B
   d. None of the above

14. As well as the National Lottery, the Olympic Delivery Authority’s (ODA) budget was derived from three other sources. Which of the following DID NOT contribute toward the ODA budget?
   a. Exchequer
   b. Greater London Authority
   c. London Development Agency
   d. British Olympic Association

15. Fill in the blanks: “Sport event sponsorship has been described as a strategic activity during an event (Amis and Slack, 1999) by one commercial interest in exchange for large amounts of [BLANK] and special types of [BLANK] connected with it” (McAllister, 1998 cited in Lee, 2005).
   a. promotion and services
   b. money and promotion
   c. services and awareness
   d. money and support

16. Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in mind of consumer is known as...?
   a. Target marketing
   b. Positioning
   c. Mass marketing
   d. Segmentation
17. According to Kotler (2005), the following questions outline the characteristics for which segmentation category? “What do our customers think about and value? How do they live their lives?”

a. Behavioral segmentation
b. Demographic segmentation
c. Geographic segmentation
d. Psychographic segmentation

18. "The Four Ps" (McCarthy, 1964) of marketing are usually regarded as product, price, place and...?

a. People
b. Processes
c. Promotion
d. Procedure

19. PESTEL analysis describes a framework of macro-environmental factors used in strategic management. The L in PESTEL stands for what?

a. Lawful
b. Legal
c. Legitimate
d. Logical

20. The following quote provides a definition of which process? “…a generic term for the intellectual and affective activities in which individuals examine their experiences in order to develop new understanding and intrapersonal appreciation…” (Knowles et al., 2006).

a. Peer-review
b. Reflection
c. Feedback
d. Quantitative analysis

21. Complete Mullins’ (2010) definition: “Work is a group-based activity and if the organisation is to function effectively it requires [BLANK] and [BLANK] amongst its members”?

a. Purpose and collaboration
b. Collaboration and co-operation
c. Collaboration and communication
d. Purpose and co-operation
22. Tuckman and Jensen’s (1977) Five-Stage Model of Group Formation and Development can be summarised as which sequence?

a. Forming, storming, performing, norming, adjourning
b. Forming, storming, norming, performing, adjourning
c. Storming, forming, norming, performing, adjourning
d. Storming, forming, performing, norming, adjourning

23. According to Belbin (2010) which of the following team roles has the allowable weaknesses of ‘being prone to provocation’ and ‘offending people’s feelings’?

a. Shaper
b. Plant
c. Teamworker
d. Implementer

24. Quantitative data collection methods can be described as having what characteristics?

a. Numerical analysis, large sample sizes and often uses natural research settings
b. Numerical analysis, small sample sizes and often uses artificial (laboratory) research settings
c. Non-numerical analysis, large sample sizes and often uses artificial (laboratory) research settings
d. Numerical analysis, large sample sizes and often uses artificial (laboratory) research settings

25. What type of interview uses a standard set of questions, but allows the researcher to take a flexible approach, altering question sequence or probing for more information?

a. Focus group
b. Structured interview
c. Semi-structured interview
d. Unstructured interview

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END OF SECTION A
SECTION B Follows Overleaf
SECTION B – ANSWER ONE OF THE FOLLOWING QUESTIONS

26. Discuss how the Olympic Games are financed contemporarily, and specifically, how finances were managed in the case of the 2012 Summer Olympic Games in London.

27. “It has been said that the simplest way to find out information from someone is simply to ask them!” (Gratton & Jones, 2004: p.140). Briefly describe which interview method you would use to conduct research into the operations of a sports organisation and why this method would be chosen. Explain in detail how you would prepare for and conduct the interview in order to maximise the quality of data collected from it. Use examples to illustrate your answer.

END OF SECTION B
END OF PAPER