Summer Examinations 2016

SPO100616N

Module Title   Sport & Leisure Management
Level    Four
Time Allowed Two hours

Instructions to students:

- Enter your student number **not** your name on all answer books.
- Please read instructions on how to complete an EDPAC Answer Sheet before answering the questions.
- On the EDPAC answer sheet please write your student name and number clearly and answer **all** questions from **Section A**, using a HB pencil on the EDPAC answer sheet provided. Answer **all** questions by making a clear, thick horizontal line in the appropriate space. Do not write on the examination paper.
- Answer **one** question from **Section B**.
- **Section A** carries 50% of the overall marks.
- **Section B** carries 50% of the overall marks.
- The same material should not constitute a substantial part of more than one question.
- Answer **Section B** in a separate answer book, label each answer book clearly with the number of the question you are answering.
- Neither books nor notes may be taken in to the examination.
- Students are **not** permitted to remove this examination paper from the examination room. For all purposes the examination paper remains the property of The University of Northampton

| No. of Pages | 7 |
| No. of Questions | 27 |
Section A

Answer all questions in Section A.

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

2. 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

3. 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

4. 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

5. To which sector of the sports industry would Street Games belong?
   a. Private
   b. Public
   c. Voluntary (non-profit)
   d. All of the above

6. According to Lowi (1966), governments:
   a. Distribute
   b. Redistribute
   c. Regulate
   d. Do all of the above
7. Which of the following sports event must be shown on ‘free to air’ TV in the UK (Ofcom, 2014)?
   a. Cheltenham Gold Cup
   b. Rugby League Challenge Cup Final
   c. Premier League football matches
   d. All of the above

8. Pruess (2003: pp.252–257) identifies how many distinct periods in the economic development of the Olympic Games?
   a. Three
   b. Four
   c. Five
   d. Six

9. 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

10. Coca-Cola has sponsored every Olympic Games since:
    a. 1928 Amsterdam
    b. 1932 Los Angeles
    c. 1960 Rome
    d. 1984 Los Angeles

11. 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: p.127)
    a. promotion and services
    b. services and awareness
    c. money and promotion
    d. money and support

12. 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
13. 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. Behavioural segmentation
   b. Demographic segmentation
   c. Geographic segmentation
   d. Psychographic segmentation

14. "The Four Ps” (McCarthy, 1964) of marketing are usually regarded as product, price, place and...?
   a. People
   b. Processes
   c. Promotion
   d. Procedure

15. 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

16. 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: p.165).
   a. Peer-review
   b. Reflection
   c. Feedback
   d. Quantitative analysis

17. Complete Mullins’ (2010, p.307) 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 communication
   c. Collaboration and co-operation
   d. Purpose and co-operation
18. 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

19. According to Belbin (2010a; 2010b) 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

20. 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

21. Who or what is at the centre of the Marketing Mix?
   a. The Company
   b. Competitors
   c. Customers
   d. Stakeholders

22. According to Shank (2009), which aspect of the branding process is concerned with developing the consumers’ set of beliefs about a brand and shaping attitudes?
   a. Brand loyalty
   b. Brand equity
   c. Brand awareness
   d. Brand image

23. The International Association of Athletics Federations is an example of what type of organisation?
   a. Sport’s governing body
   b. Government organisation
   c. Anti-Doping athletics organisation
   d. Media rights company for athletics
24. What is the business relationship between the *Air Jordan* brand and Nike?
   a. Michael Jordan owns Nike due to the success of the Jordan brand
   b. They are totally separate companies with their own specific marketing focuses
   c. Jordan is a subsidiary of Nike with its own specific marketing focuses
   d. Jordan is a franchise associated with the Nike global brand

25. Rising levels of obesity might be considered as which type of PESTEL factor for a sports organisation?
   a. Political
   b. Environmental
   c. Social
   d. Economic
Section B

Answer one out of two questions.

26. Describe what is meant by the terms ‘marketing’ and ‘target market’. Explain how the manager of a sports company might use the concept of the marketing mix to ensure that they are effective in reaching their target audience(s). Use examples to support your answer.

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.