Examination Period 3: 2016/17

SPO100617N

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

Instructions to students:

- Enter your student number **not** your name on all answer books.
- Please read the 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 into 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

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Section A

Answer all questions.

1. 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

2. 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

3. 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

4. The organisation Sports Aid would be classed as...
   a. A commercial sporting enterprise
   b. A sports charity
   c. A government sports organisation
   d. A not-for-profit organisation owned by the Royal Family
5. Sport England are:
   a. A non-departmental public body under the DCMS
   b. A public organisation who represent the DCMS
   c. A non-departmental private body under the Government
   d. A private organisation who distribute money to different gov. bodies

6. 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

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

8. 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

9. Who or what is at the centre of the Marketing Mix?
   a. The Company
   b. Competitors
   c. Customers
   d. Stakeholders
10. **PESTLE analysis** describes a framework of macro-environmental factors used in strategic management. The L in PESTLE stands for what...?

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

11. 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

12. 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

13. 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

14. The International Association of Athletics Federations is an example of what type of organisation?

   a. Sports governing body
   b. Government organisation
   c. Anti-Doping athletics organisation
   d. Media rights company for athletics
15. *This Girl Can* is a national campaign developed primarily by which organisation?
   a. UK Sport  
   b. Sport England  
   c. BBC Sport  
   d. The National Sports Body for England

16. The coalition (Conservative/Liberal Democrat) 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

17. 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

18. 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

19. Which brand is known as ‘Die Weltmarke mit den 3 streifen’?
   a. Puma  
   b. Adidas  
   c. Erima  
   d. Saucony
20. To improve a sport organisation's effectiveness in providing customer satisfaction, the sport organisation's marketing activities and its other business functions should be:
   a. Eliminated
   b. Coordinated
   c. Contrasted
   d. Publicised

21. Why do sportswear businesses want customers to demonstrate brand insistence for them?
   a. Customers will bypass other sportswear brands because they are brand loyal and will buy only the desired brand.
   b. Sportswear businesses will not have to market themselves or advertise as much.
   c. Research shows that customers will pick their brand in a double-blind test 95% of the time.
   d. Their touch points pretty much take care of themselves.

22. What form of advertising involves a company paying an athlete to appear in a television commercial or newspaper ad?
   a. Testimonial
   b. Promotion
   c. Endorsement
   d. Broadcast

23. 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
24. Coca-Cola has sponsored every Olympic Games since:
   a. 1928 Amsterdam
   b. 1932 Los Angeles
   c. 1960 Rome
   d. 1984 Los Angeles

25. In December 2016, which five sports lost all UK Sport funding for the Tokyo 2020 Olympics?
   a. Badminton, Archery, Fencing, Swimming, Tennis
   b. Badminton, Archery, Fencing, Weightlifting, Diving
   c. Badminton, Archery, Fencing, Netball, Cycling
   d. Badminton, Archery, Fencing, Weightlifting, Wheelchair Rugby

26. Which of the following sports events are both bracketed as ‘Category A’ and must be shown on ‘free to air’ TV in the UK (Ofcom, 2014)?
   a. FIFA World Cup Final and IAAF World Athletics Championships
   b. Rugby League Challenge Cup Final and Grand National
   c. Olympic Games and the Commonwealth Games
   d. The Open Championship (Golf) and the FA Cup Final (Men’s and Women’s)

27. Which types of qualifications help a potential graduate gain a PE Teacher post?
   a. Level 1 or 2 Sports specific qualifications
   b. Gym based qualifications at Level 2 and Level 3
   c. Certificates in Emergency First Aid and Safeguarding Children
   d. All of the above

28. The underrepresentation of women, minorities, and people with disabilities in the sport industry is an important issue for sport managers who value _____ in the workplace.
   a. Fairness
   b. Diversity
   c. Uniformity
   d. Equality
29. According to Masteralexis et al. (2014), what skills must sports managers master in order to be successful?

a. Leadership skills  
b. Organisational skills  
c. Communication skills  
d. Evaluation skills

30. Which type of manager determines which goods or services to provide?

a. First Line managers  
b. Middle Managers  
c. Top Managers  
d. None of the above

31. What is Richard Scudamore’s main role as Executive Chairman of the Premier League?

a. To inform the FA of the overall direction of professional football in England  
b. To make all material decisions for the Premier League  
c. To negotiate broadcasting and sponsorship contracts for the Premier League  
d. None of the above

32. A SWOT Analysis be defined as...

a. A tool for analysis of the micro environment  
b. A tool for analysis of the macro environment  
c. A tool to help an organisation understand their political, economical, social, technological, legal and environmental problems  
d. A tool to help an organisation consider their profit margin for the previous financial year

33. Which of the following is a benefit of conducting SWOT analysis:

a. It completes the task of strategic planning.  
b. Weaknesses will diminish for your business.  
c. It provides a filter for a great deal of information.  
d. Your business will make more money.
34. Qualitative data collection methods can be described as having what characteristics?

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

35. The definition of communication implies that:

a. Communication is mostly verbal
b. Communication is mostly written
c. Understanding must occur to have communication
d. Most communication is in a vertical direction

36. One way that sport/event marketers can be ethical when communicating information to customers is by using:

a. Accurate language
b. Everyday slang
c. Complex terminology
d. Simple wording

37. Which of the following is considered to be a disadvantage of promotion?

a. Promotion can encourage consumers to buy unwanted goods.
b. Promotional activities educate consumers.
c. Promotion encourages a higher standard of living.
d. Promotion may enhance a company's image.
38. Which of the following is an appropriate definition of the term ‘sport’?

a. An activity involving skill only, in which an individual or team competes against another or others for entertainment.
b. An activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment.
c. A test involving physical effort in which an individual or team competes against others for enjoyment.
d. A group task involving physical effort only which a team competes against another or others for entertainment.

39. When delivering information to a client linked to a sports organisation, which elements would you include in a business report?

a. Appendices
b. Introduction
c. Contents Page
d. All of the above

40. What does the acronym CEO stand for?

a. Chief Executive Orderer
b. Chief Executive Officer
c. Community Executive Officer
d. Chair Executive Officer

End of Section A
Section B follows overleaf
Section B

Answer **one** out of **three** questions.

41. Describe what a ‘sports brand’ is, and provide a detailed explanation of two sports organisations ‘brands’ and how their branding strategies have helped each organisation become successful, or helped maintain their success. Use examples effectively to illustrate your answer.

42. Discuss some of the management skills required to be an effective sport/leisure manager, explaining why these skills are necessary for an organisation to be successful. Use a variety of examples to support your answer.

43. “It has been said that the simplest way to find out information from someone is simply to ask them!” (Gratton & Jones, 2010) - 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