



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF MASTER
OF SCIENCE

HLR 504: ENTREPRENEURSHIP AND MARKETING IN SPORTS AND RECREATION

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DATE: MONDAY 26TH MARCH 2012

TIME: 2.00 P.M. - 5.00 P.M.

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INSTRUCTIONS

Answer FOUR questions; TWO from each section

Section A

1. Using examples describe the marketing mix elements. (17.5 marks)
2. Sport market segmentation is a key consideration for effective customer satisfaction.
Elaborate (17.5 marks)
3. The optimization of the promotional mix in sports is critical to success of sports events. Analyze the role of this process. (17.5 marks)

Section B

1.
 - a) Explain the challenges that young entrepreneur opportunity seekers experience in Kenya. (10 marks)
 - b) Elaborate on the sources of short-term financing available to small enterprises (7.5 marks)
2. Using appropriate illustrations describe the entrepreneurial process. (17.5 marks)
3.
 - a) Explain the role that networks play in new and existing venture performance. (8 marks)
 - b) Using examples elaborate on the types and function of intellectual property rights entrepreneurs. (9.5 marks)