KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR POSTGRADUATE DIPLOMA IN SPORTS ADMINISTRATION

KSM 046: PRINCIPLES OF SPORT MARKETING

DATE: THURSDAY, 29TH MARCH 2012 **TIME: 2.00 P.M – 4.00 P.M**

INSTRUCTIONS:

Answer any **THREE** questions.

1. a) Outline the challenges facing sport marketers today. [13.3 marks]

   b) Describe the marketing activities orientation, [10 marks]

2. Describe the micro and macro environmental factors affecting performance of sports firms. [23.3 marks]

3. Describe the features core to a sports product. [23.3 marks]

4. a) Justify the study of sport consumer behaviour today. [10 marks]

   b) Describe the factors likely to influence sport consumer behavior. [13.3 marks]

5. a) Elaborate on the levels of sport market segmentation. [8 marks]

   b) Outline the criteria that you would use to segment a sport market. [15.3 marks]