



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

**SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF SCIENCE (SPORTS & RECREATION MANAGEMENT)**

SLR 301 : SPORTS AND RECREATION MARKETING

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DATE: TUESDAY 3RD APRIL 2012

TIME: 2.00 P.M. – 4.00 P.M.

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INSTRUCTIONS

Answer any THREE questions

1. Explain the importance of environmental analysis in sports. (23.3 marks)
2. Elaborate on the sports product elements. (23.3 marks)
3. Elaborate on the aspects of market segmentation for a fitness centre (23.3 marks)
4. Describe the marketing mix elements and their relevance to sports (23.3 marks)
5. Using examples describe the sport promotional mix elements (23.3 marks)