

- c) Elucidate on why small business in sports and recreation fail.
(4.4 marks)
 - d) Elaborate on the sources of short-term financing available to small micro and medium firms.
(4.4 marks)
- 3.
- a) Elaborate on the importance of a vision and mission within a small enterprise.
(4.4 marks)
 - b) Using examples elaborate the types of capital financing on entrepreneur may opt for.
(4.4 marks)
 - c) Analyze the differences between equity and debt capital and the advantages and disadvantages of each.
(4.4 marks)
 - d) Describe the policy areas that can help foster the competitiveness of small enterprises.
(4.4 marks)

SECTION B

- 1. Using examples analyze the sport marketing mix elements. (17.5 marks)
- 2. Review the relevance of environmental analysis in reverence to the sport marketing process. (17.5 marks)
- 3. Using examples elaborate on the sport promotional mix. (17.5 marks)