



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2011/2012

SECOND SEMESTER EXAMINATION FOR DIPLOMA IN SPORTS

ADMINISTRATION

KSM 050: SPORT EVENT PLANNING AND MANAGEMENT

DATE: Tuesday, 3rd April, 2012

TIME: 2.00 p.m. – 4.00 p.m.

INSTRUCTIONS:

Answer any **THREE** questions.

1. Explain factors to consider when organizing a sport meet. (23 $\frac{1}{3}$ marks)
2.
 - a) Outline factors to consider while selecting the type of tournament to be utilized in a sport event. (10 marks)
 - b) Discuss the round robin tournament in a soccer competition (13 $\frac{1}{3}$ marks)
3. Describe the required contents of an agreement to be signed with a sponsor of a sports event (23 $\frac{1}{3}$ marks)
4.
 - a) Elaborate on the key leadership qualities of a chairperson of an organizing committee of sports event (8 marks)
 - b) Outline the roles and responsibilities of different sub-committees involved in the organization of sports meet. (15 $\frac{1}{3}$ marks)

5. a) Feasibility is one of the key factors in planning a sport event. Outline the key considerations in a feasibility check. (7 marks)
- b) Outline the key requirements in developing an event plan for a sports event. (8 marks)
- c) Identify the roles and responsibility of key areas in an event plan for a sports event. (10½ marks)