



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR SCIENCE (SPORTS)

SSS 411: CONSULTANCY IN SPORT AND RECREATION SERVICES

DATE: Tuesday 31st March, 2009

TIME: 8.00 a.m. – 10.00 a.m.

INSTRUCTIONS

Answer question ONE and any other TWO.

1. Hebrew sports club, located near Thika town, seeks to expand and diversify its recreation and sports activities. The club intends to operate parallel activities/areas for private members and public members. The target market is the greater Thika and Nairobi residential areas. The management board seeks consultancy services for delineation of market, design of promotional strategies, program design and associated infrastructure development, landscaping and maintenance. All activities shall run concurrently. Prepare a bid letter and document outlining your proposed contracting proposal terms in order to undertake these activities. [30 marks]
2. Using an example in sport/recreation elaborate on the consulting process. [20 marks]
3. Explain the methods that you can use to market yourself as a sport and recreation consultant. [20 marks]
4. Explain the dynamics likely to occur in a consulting project. [20 marks]
5. Analyze the ethical issues in sport and recreation that you may enjoin in ethical decision making. [20 marks]

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