



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2017/2018

DIGITAL SCHOOL OF VIRTUAL AND OPEN LEARNING

SECOND SEMESTER EXAMINATION FOR THE CERTIFICATE IN SPORTS

ADMINISTRATION AND MANAGEMENT

HRS 006: SPORTS MARKETING

DATE: Tuesday 19TH June 2018

TIME: 8.00a.m. – 10.00a.m.

INSTRUCTIONS:

Answer question one (compulsory) and any other two questions

1. Describe using an example how you would conduct an environmental analysis (30 marks)
2. Elaborate the forms of marketing activities associated with promotions and give the advantage And disadvantage of each. (20 marks)
3. Elaborate on the factors that can impact on the pricing strategies for sports products. (20 marks)
4. Expound on the marketing mix as used in sports, use an example. (20 marks)
5. Analyze any five benefits that sport market segmentation offers to a sports organization. (20 marks)