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**MASINDEMULIROUNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2021 / 2022 ACADEMIC YEAR

(SPECIAL / SUPPLEMENTARY EXAM)

2ND YEAR SECOND SEMESTER

**EXAMINATION FOR THE DIPLOMA IN SPORTS
ADMINISTRATION AND MANAGEMENT**

COURSE CODE: DSM 069

**COURSE TITLE: SPORTS MARKETING AND
ENTERPRENEURSHIP**

DATE: 05/08/2022

TIME: 11.00-1.00 P.M

INSTRUCTIONS TO CANDIDATES

Answer three questions. Question one is compulsory and any other two

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating



QUESTION ONE (COMPULSORY)

- a) Explain reasons why study sport marketing and entrepreneurship. (15 marks)
- b) Explain 5 promotional tools in sports marketing. (15 marks)

QUESTION TWO

- a) State five characteristics of business ideas.(10marks)
- b) Elaborate on five means of generating business ideas (10marks)

QUESTION THREE

- a) Expound on five types entrepreneurship (10marks)
- b) Expound on five fields of sports sponsorship . (10marks)

QUESTION FOUR

Describe five theories of entrepreneurship. (20marks)

QUESTION FIVE

Describe the relevance of sports entrepreneurship in national development. (20marks)