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**MASINDEMULIROUNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

(REGULAR EXAM)

2ND YEAR SECOND SEMESTER

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

COURSE CODE: DSM 069

**COURSE TITLE: SPORTS MARKETING &
ENTREPRENEURSHIP**

DATE: WEDNESDAY, 19/4/2023

TIME: 2.00-4.00 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

This Paper Consists of 2 Printed Pages. Please Turn Over



QUESTION ONE (COMPULSORY)

- a) Define the following;
- i) Sports marketing (2mks)
 - ii) Endorsement (2mk)
 - iii) Enterprise (2mk)
 - iv) Entrepreneur (2mk)
 - v) Branding (2mks)
- b) Explain the significance of sport marketing under the following;
- i) Athlete (5mks)
 - ii) Sponsors (5mks)
 - iii) Spectators (5mks)
 - iv) Community (5mks)

QUESTION TWO

Elaborate on five elements of marketing that can be used in marketing of sports in Kenya (20marks)

QUESTION THREE

- a) State seven characteristics of an entrepreneur. (7mks)
- b) Describe seven steps involved in developing a marketing plan. (14 marks)

QUESTION FOUR

- a) State five contributions of entrepreneurship to national development (5mks)
- b) Describe the benefits of branding to the following:
- i) The consumer (5mks)
 - ii) The manufacturer (5mks)
 - iii) The retailer (5mks)

QUESTION FIVE

Describe five theories of entrepreneurship. (20marks)