

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

SSC2105

FACULTY OF APPLIED SCIENCES

BACHELOR OF SCIENCE HONOURS DEGREE EXAMINATIONS

DEPARTMENT OF SPORTS SCIENCE AND COACHING

THEORY: SSC2105: SPORTS MANAGEMENT

FEBRUARY 2010

3 HOURS (100 MARKS)

INSTRUCTIONS

Answer **four** questions only. Each question carries 25 marks. Where a question contains subdivisions, the mark value for each subdivision is given in brackets. Illustrate your answer where appropriate with large, clearly labeled diagrams.

SECTION A

1. **ZIMBABWE PREMIER SOCCER LEAGUE CASE STUDY**

The introduction of the multi-currency monetary system at the beginning of the 2009 soccer season forced Zimbabwean top flight football teams to hike their gate charges to up to five times more than what their SADC counterparts are charging. The cheapest League match ticket in Zimbabwe costs US\$ 3 and the most expensive ticket costs US\$10. By comparison, in south Africa league match ticket prices range from R10 to R50. The result of this has been a marked decline in match attendance figures with serious negative consequence on the viability of most teams in the league.

Although Zimbabwean clubs are more financially reliant on ticket sales (due to their failure to attract and retain sponsorship) than their South African counterparts because their television rights deals are not as lucrative, analysts believe that the clubs should be able to take the financial pressure off the fans. While the Zimbabwean premier soccer league negotiates its television rights as one body, South African and European clubs can maximize their earnings by negotiating on an individual basis.

Most top flight games are not televised live since the country's sole broadcaster ZBC is currently operating with one outside broadcasting unit. As a result, if Zimbabwean fans want to watch football, they have to go to the stadium where poor gate management, poor ablution facilities, crowd violence, the singing of vulgar songs, lack of pre-match and half-time entertainment and the use of hate language are the order of the day. With this, football has since ceased to be a family sport since no sane father can take their wives and children to football matches.

- a. What measures can be put in place to improve the standards of Football marketing in Zimbabwe.

(9 marks)

b. With reference to examples, explain how product, place, pricing and promotion strategies can be used to improve football spectator attendance figures in Zimbabwe. (16 marks)

2. a. Explain the differences between the following:
i) Balance sheet and income statement.
ii) Cash budget and capital budget
iii) Zero-based Budget and Incremental budget (9 marks)

b. As a Sports Management Consultant, you have been requested by the Zimbabwe Olympic Committee to evaluate two sports investment projects and help them to select and invest in the more viable of the two projects.

Year	Cash inflows of project A	Cash inflows of project B
0	\$30 000	\$30 000
1	\$15 000	\$20 000
2	\$5 000	\$10 000
3	\$ 20 000	\$1 000
4	\$15 000	\$500

i. You are required to calculate the payback period and the Net Present Value of the two projects at a discount rate of 10 % and advise the committee accordingly. (12 marks)

ii. Which one of the two capital budgeting methods is better? Justify. (4 marks)

SECTION B

3. According to John Maxwell, The 21 Laws of Leadership are Universal, they apply to every community, culture, gender and age”. Discuss and illustrate how a knowledge of these Laws can help to improve the effectiveness of Zimbabwean Sports Leaders. (25 marks)

4. Assume that you are a Sports Management Consultant and you have been engaged by the Sports and Recreation to prepare and present a paper at a sports management training workshop for stakeholders from its affiliate Associations entitled ‘The benefits of applying strategic management principles to the management of Zimbabwean Sports Associations’. (25 marks)

Prepare a draft of your presentation.

5. “The Human Resources Management Function in sports organizations differs from mainstream, Human Resources Management in that it deals with unique issues like talent identification and development; recruiting, selection and management of volunteer workers; managing short-term contract workers; and election of office bearers among other things”. Discuss and illustrate the validity of this statement with reference to local and international examples. (25 marks)

6. Assume that you have been tasked to prepare and circulate a paper to all Zimbabwean National Sports Associations entitled “A knowledge of the 17 Laws of Teamwork is an indispensable tool in the kit of any sports Administrator worth his or her salt.” **Prepare a draft of your paper.** (25 marks)

END OF EXAMINATION