

# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

SSC3002/2105

FACULTY OF APPLIED SCIENCES

BACHELOR OF SCIENCE HONOURS DEGREE SUPPLEMENTARY EXAMINATIONS

DEPARTMENT OF SPORTS SCIENCE AND COACHING

**THEORY: SSC3002/2105: SPORTS MANAGEMENT**

OCTOBER 2009

3 HOURS PLUS 30 MINUTES CASE READING TIME (100 MARKS)

## **INSTRUCTIONS**

Answer **four** questions only. Section A is compulsory

## **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 does the case portray about the state of football marketing in Zimbabwe?  
(7 marks)
- b) Assume that you are a Sports Marketing Consultant and you have been engaged by the Premier Soccer League to recommend some sports marketing mix strategies that will enable their organization to move out of its current position. Prepare a draft of your assignment.  
(18 marks)

2. a) Explain the differences between the following types of budgets:
- i) Zero-base budgeting and incremental budgeting. (6 marks)
  - ii) Capital budget and recurrent budget. (6 marks)
- b) The following information was extracted from the financial books of Queens Sports Club:

MONTH	PURCHASE \$	SALES \$	SALARIES	ELECTRICITY \$
JANUARY 2009	35 000	70 000	15 000	2 000
FEBRUARY 2009	25 000	50 000	15 000	2 000
MARCH 2009	40 000	80 000	15 000	5 000

**Additional information**

- The closing balance for December 2008 was \$15 000
- 80% of the sales made are paid for when the sale is made, with the balance being cleared in the next two months in equal installments.
- 70% of the supplies are paid for when the purchase is made, with the balance being cleared in the next two months in equal installments

**Required:**

To prepare a cash budget for the first three months of 2009. (13 marks)

**SECTION B**

3. Using Porter's five forces framework and the SWOT analysis;
- a) Analyze the strategic position of any Zimbabwe sports organization of your choice. (16 marks)
  - b) Formulate strategies that will enable the organization to capture the growth opportunities in its environment and create defenses against threats. (9 marks)

4. As a NUST Sports Science and Coaching student you have been tasked by your Chairperson to prepare and present a paper entitled: "The significance of the four basic management functions of planning, leading, organizing and controlling in the management sports entities."

Briefly outline what your presentation will cover. (25 marks)

5. "The Human Resources Management function in sports organization differs from mainstream Human Resources Management in that it deals with such unique issues as talent identification and development, recruiting, selecting and managing volunteer workers, managing short-term contract employees among other things"

Discuss and illustrate this statement. (25 marks)

6. There are several needs and considerations that go into the design and operation of a facility. Write short notes on:-

- a) Design considerations (10 marks)
- b) Operations considerations (10 marks)
- c) Programme considerations (5 marks)

**END OF EXAMINATION**