

UNIVERSITY OF BOLTON

**SCHOOL OF SPORT AND BIOLOGICAL
SCIENCES**

**BA (HONS) SPORT DEVELOPMENT AND
COACHING**

SEMESTER TWO EXAMINATION 2018/19

MANAGEMENT SKILLS IN SPORT

MODULE: SDC4006

Date: Friday 24 May 2019

Time: 2.00 pm – 4.00 pm

INSTRUCTIONS TO CANDIDATES:

There are **THREE** sections to this exam.

Answer **ALL** questions in Section A

Answer **ALL** questions in Section B

Answer **ONE** question in Section C

Questions carry different marks.

This examination paper carries a total of 100 marks.

One page of A4 notes, with writing on one side is permitted for this exam.

Appendix A is in support of section B question 2.

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SECTION A – ANSWER ALL QUESTIONS

1. Which of the following sports event must be shown on 'free to air' TV in the UK?

- a) The FA Cup Final
- b) The Grand National
- c) The Rugby League Challenge Cup Final
- d) All of the above

(2 marks)

2. Which sports brand began in 1920 and first product was spiked shoes for track and field?

- a) Reebok
- b) Adidas
- c) Nike
- d) Puma

(2 marks)

3. Boom's and Bitner (1981) developed McCarthy's (1960) four "P's" into seven "P's" within the marketing mix. Which of the following is from the additional Boom's and Bitner (1981) model?

- a) Place
- b) Promotion
- c) Price
- d) People

(2 marks)

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4. Coca-Cola has sponsored every Olympic Games since:

- a) Paris: 1924
- b) Amsterdam: 1928
- c) London: 1948
- d) Finland: 1952

(2 marks)

5. Which of the below would not be an example of Direct Ambush Marketing?

- a) Carlsberg / Heineken
- b) American Express / Visa
- c) Coca Cola / Pepsi
- d) Red Bull / McDonalds

(2 marks)

6. According to the Simchi-Levi (2008) model, how many components of a typical supply chain are there?

- a) 3
- b) 4
- c) 5
- d) 6

(2 marks)

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7. The Tokyo 2020 Olympic Games will include new sports, which of the sport(s) below will not be included?

- a) Skateboarding
- b) Squash
- c) Sport climbing
- d) Surfing

(2 marks)

8. The majority of the raw materials, for a Wimbledon tennis ball are from which continent?

- a) Asia
- b) Europe
- c) Africa
- d) South America

(2 marks)

9. According to Reuters (2018) a four-year top-level partner of the International Olympic Committee (IOC), for the summer and winter Olympic Games is estimated to cost around ...

- a) \$100 million
- b) \$200 million
- c) \$78,000
- d) \$95,000

(2 marks)

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10. Which athlete had the highest endorsement income for 2018 of £65 million?

- a) Lebron James
- b) Roger Federer
- c) Cristiano Ronaldo
- d) Floyd Mayweather

(2 marks)

11. PESTEL analysis interprets strategic management macro-environmental factors. The P in PESTEL stands for ?

- a) Price
- b) Political
- c) Power
- d) Place

(2 marks)

12. Bradbury et al. (2018) article “The under-representation and experiences of elite level minority coaches”, focuses upon sociological theory.

- a) Bourdieu theory
- b) Feminist theory
- c) Critical race theory
- d) All of the above

(2 marks)

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13. Human resource management may include.

- a) Talent management
- b) Recruitment
- c) Performance management
- d) All of the above

(2 marks)

14. Sponsorship aims to;

- a) Build brand image
- b) Promote sales
- c) Create exclusivity
- d) All of the above

(2 marks)

15. In 2018 the government pledged to raise approximately £520 million a year in England from the Soft Drink Industry Levy (SDIL), which aims to improve the health and fitness of children in primary schools. What can't the sugar tax finance be used for?

- a) Changing facilities
- b) Teachers wage
- c) Playgrounds
- d) Sport facilities

(2 marks)

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16. A PESTEL analysis is used to exemplify:

- a) the institutions and processes which determine a country's level of development
- b) the company's place in the marketplace
- c) a country's political and economic environment
- d) multiple dimensions of the external environment

(2 marks)

17. Within Adidas globally, the employee gender split for 2018 was...

- a) Male (72%) Female (28%)
- b) Male (49%) Female (51%)
- c) Male (63%) Female (37%)
- d) None of the above

(2 marks)

18. According to Kotler (2005), market segmentation allows the target market to be clear and can effect business success? Which segmentation category may consider the popularity of a sport in different countries, to acknowledge their target market?

- a) Behavioural segmentation
- b) Demographic segmentation
- c) Geographic segmentation
- d) Psychographic segmentation

(2 marks)

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19. Clubs in countries that are members of the European Union and European Economic Area are currently exempt from International Federation of Association Football (FIFA) ruling that bans the transfer of players under 18 years old. How might BREXIT contribute to football in the United Kingdom?

- a) Transfer fees may increase or decrease
- b) Wages may increase or decrease
- c) More playing time for British young players
- d) All of the above

(2 marks)

20. What is case law?

- a) law representing the decisions of the courts
- b) law passed by Parliament
- c) delegated legislation
- d) case law is not really law at all

(2 marks)

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SECTION B – ANSWER BOTH QUESTIONS (15 MARKS PER QUESTION)

1. Discuss the growth of the European football market size, describe the key factors within the Deloitte Annual Review of Football Finance 2018.

(15 marks)

2. Considering the Sport England, Annual Report and Accounts document. Discuss the grant investment shift between 2017-2018 as displayed in Appendix A.

(15 marks)

SECTION C – ANSWER ONE QUESTION (30 MARKS)

A) Identify a contemporary issue within the management of sport, discuss the PESTEL factors that may apply from the Dobson et al. (2004) model.

(30 marks)

B) Describe what is meant by the terms 'marketing' and 'target market'. Explain how the manager of a sports organisation might use the concept of the marketing mix, to ensure they are effective in reaching their target audience(s). Use examples to support your answer.

(30 marks)

END OF QUESTIONS

4 Grants made

	2018 £'000	2017 £'000
Grants made in the year	147,052	209,345
Grant de-commitments	(2,284)	(1,244)
Net grants made	144,768	208,101
Local delivery	1,249	1,542
Inactivity	13,984	11,326
Children and young people	35,741	17,715
Volunteering	4,387	33
Mass markets	1,896	23,197
Facilities	12,591	37,073
Core market	32,260	108,673
Coaching/Workforce	980	2,432
County Sports Partnerships	43,964	7,067
Decommitments	(2,284)	(957)
Total	144,768	208,101

5 Non-cash grants

	2018 £'000	2017 £'000
Club Matters - guidance and support for running a club	1,355	1,993
Creative assets of the "This Girl Can" campaign	478	2,926
Total	1,833	4,919

6 Staff costs

	2018 £'000	2017 £'000
Permanent and fixed term staff		
Wages and salaries	7,389	7,497
Social security costs	846	786
Pension costs	1,650	1,082
Total	9,885	9,365
Agency staff	764	761
Total staff costs	10,649	10,126