

**UNIVERSITY OF BOLTON**

**SCHOOL OF CLINICAL AND BIOMEDICAL  
SCIENCES**

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

**SEMESTER TWO EXAMINATION 2021/22**

**INTERNATIONAL SPORT FOR DEVELOPMENT**

**MODULE: SDAC6002**

Date: Wednesday 18<sup>th</sup> May

Time: 10.00am – 12.00pm.

---

**INSTRUCTIONS TO CANDIDATES:**

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

Answer **ALL** questions in Section A  
(Total 40 marks)

Answer **ALL** questions in Section B  
(Total 30 marks)

Answer **ONE** question in Section C (Total  
30 marks)

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.

---

University of Bolton  
School of Clinical and Biomedical Sciences  
BA (Hons) Sport Development and Coaching  
Semester Two Examination 2021/22  
International Sport for Development  
Module No. SDAC6002

**SECTION A – ANSWER ALL QUESTIONS (TOTAL 40 MARKS)**

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

- a) The World Athletics Championships
- b) The Olympic Games
- c) Formula 1 Abu Dhabi Grand Prix
- d) All of the above

(2 marks)

2. Who is a National Sponsor of the UEFA Women's Euro England 2022?

- a) Continental
- b) LinkedIn
- c) Reebok
- d) 3g Telecommunications

(2 marks)

3. Lauterbon's (1990) digital marketing model emphasises the importance of understanding consumers wants and needs, which of the below is a priority within the model?

- a) Promotion
- b) Communication
- c) Process
- d) Competency

(2 marks)

4. Which one of the below UEFA Women's Tournaments below is inaccurate:

- a) Norway: 1987
- b) Italy: 1993
- c) England: 2005
- d) Germany: 2017

(2 marks)

**Please turn the page**

University of Bolton  
School of Clinical and Biomedical Sciences  
BA (Hons) Sport Development and Coaching  
Semester Two Examination 2021/22  
International Sport for Development  
Module No. SDAC6002

5. The women's football ban in the United Kingdom lasted for approximately 50 years and commenced from?

- a) 1882
- b) 1905
- c) 1921
- d) 1930

(2 marks)

6. A tournament record attendance statistic of 41,301 for the UEFA Women's Championships was which of the below fixtures?

- a) Sweden v Germany (2013)
- b) Germany v Norway (2013)
- c) Netherlands v England (2017)
- d) Netherlands v Denmark (2017)

(2 marks)

7. In reflection of the 'Four' main waves of feminism, as written in academic literature, when did the first wave of feminism begin?

- a) 1940-1960
- b) 1960-1990
- c) 1990-2005
- d) 2005-Present

(2 marks)

8. When was the first maternity leave legislation through the Employment Protection Act introduced in the United Kingdom?

- a) 1950
- b) 1960
- c) 1975
- d) 1985

(2 marks)

**Please turn the page**

University of Bolton  
School of Clinical and Biomedical Sciences  
BA (Hons) Sport Development and Coaching  
Semester Two Examination 2021/22  
International Sport for Development  
Module No. SDAC6002

9. The FIFA international sport structure has how many confederations?

- a) 4
- b) 5
- c) 6
- d) 7

(2 marks)

10. The first modern Olympic Games were staged in 1896 in which country?

- a) Paris
- b) Athens
- c) London
- d) Rome

(2 marks)

11. Which player is globally the most active on social media platforms and has 16.8 million followers (Fifpro, 2020).

- a) Marta
- b) Alex Morgan
- c) Steph Houghton
- d) Megan Rapinoe

(2 marks)

12. Radmann et al. (2022) article "Segregated feminities? Creating female fandom through social media in Sweden" considers which core sociological theory.

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

(2 marks)

**Please turn the page**

University of Bolton  
School of Clinical and Biomedical Sciences  
BA (Hons) Sport Development and Coaching  
Semester Two Examination 2021/22  
International Sport for Development  
Module No. SDAC6002

13. Sexual prejudice is associated with people's personal characteristics. According to Herek (2009) persons who exhibit high levels of sexual prejudice are likely to:

- a) be male
- b) hold traditional gender role attitudes
- c) have few or no friends who are LGBT
- 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. When explaining multilevel explanations for the influence of social class in the sport work environment macro-level factors would include?

- a) Societal level
- b) Team and organisational levels
- c) Individual level
- d) All of the above

(2 marks)

16. The pre-application process for the Olympic and Paralympic Games stated both games would need an operating budget of (Masterman, 2014):

- a) US\$2 billion (*dependent on the city, additional budget for venue or other infrastructure*)
- b) US\$3 billion (*dependent on the city, additional budget for venue or other infrastructure*)
- c) US\$4 billion (*dependent on the city, additional budget for venue or other infrastructure*)
- d) US\$5 billion (*dependent on the city, additional budget for venue or other infrastructure*)

(2 marks)

**Please turn the page**

University of Bolton  
School of Clinical and Biomedical Sciences  
BA (Hons) Sport Development and Coaching  
Semester Two Examination 2021/22  
International Sport for Development  
Module No. SDAC6002

17. Within Nike globally the employee gender split for 2020 was...

- a) Male (72%)                      Female (25%)
- b) Male (49%)                      Female (51%)
- c) Male (63%)                      Female (37%)
- d) None of the above

(2 marks)

18. The Centre for Sports and Human Rights is a human rights organisation for the world of sport. In 2015 a gender discrimination lawsuit was filed against FIFA, what was this regarding?

- a) Event income
- b) Female coaches
- c) Playing on synthetic grass
- d) Female officials

(2 marks)

19. Whilst pay conditions are improving for women in football, what percentage of the 186 players who participated in the 2020 FIFPRO women's football survey reported not receiving any money to play?

- a) 2.5%
- b) 3.6%
- c) 4.5%
- d) 5.6%

(2 marks)

20. How many professional teams are there in the FA Women's Super League 20/21 season?

- a) 8
- b) 10
- c) 12
- d) 16

(2 marks)

**Please turn the page**

University of Bolton  
School of Clinical and Biomedical Sciences  
BA (Hons) Sport Development and Coaching  
Semester Two Examination 2021/22  
International Sport for Development  
Module No. SDAC6002

**SECTION B – ANSWER BOTH QUESTIONS (TOTAL 30 MARKS)**

A). Evaluate the future of elite women's football in England, describe any key constraints and the impact of the Covid-19 pandemic.

(15 marks)

B). Analyse the potential impact of the 2022 UEFA Women's Championships, impact and legacy on individuals and local communities.

(15 marks)

**SECTION C – ANSWER ONE QUESTION (TOTAL 30 MARKS)**

A). Corporate social responsibility (CSR) objectives within organisations are becoming more common and visible in women's sport. Additionally, globally 84% of sports fans are interested in women's sports (Nielsen Company, 2018), explain the growth of commercial, spectatorship and media within women's sport.

(30 marks)

B). Discuss the process when bidding for a sports mega events (SME), discuss the cost and societal benefits. Additionally, provide an analysis of a previous mega event application. Use examples to support your answer.

(30 marks)

**END OF QUESTIONS**