



FINAL EXAMINATION
BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

COURSE	: SPORTS SPONSORSHIP
COURSE CODE	: SPC3053
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. This question paper consists of **FIVE (5)** questions.
2. Answer ALL questions in the Answer Booklet provided. Start each answer on a new page.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall.
5. Please write your answer using permanent ink.

MYKAD NO./ PASSPORT NO. : _____

ID. NO. : _____

LECTURER : _____

SECTION : _____

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 2 printed pages including the front page

Answer ALL questions.

1. Discuss **FIVE (5)** key dynamics in athlete brand sponsorship with relevant examples.
(20 marks)
2. Explain **FIVE (5)** aspects of naming rights in sports sponsorship with relevant examples.
(20 marks)
3. Describe **FIVE (5)** considerations for effectively developing a sponsorship proposal.
(20 marks)
4. Describe **FIVE (5)** essential strategies for managing sponsor relationships.
(20 marks)
5. Discuss **FIVE (5)** reasons why the sponsor may choose to withdraw from sports sponsorships.
(20 marks)

(TOTAL: 100 MARKS)

END OF QUESTION PAPER

