

**G.C. FOSTER COLLEGE OF PHYSICAL EDUCATION AND SPORT
ASSOCIATE DEGREE IN COACHING
JANUARY 2021 EXAMINATION**

**SPORTS ADMINISTRATION
[CO213ASC]**

YEAR 2

DURATION: 2 ½ HOURS

**INSTRUCTIONS: ANSWER ALL THE QUESTIONS IN SECTION A, AND ANY
TWO IN SECTION B.**

DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO.

SECTION A (40 Marks)

Answer all the questions in this section.

1. What is Sport Administration? (2 marks)
2. State three (3) tasks of a Sport Administrator? (3 mark)
3. List three (3) emerging trends of .Sports across the globe (3 marks)
4. Identify three (4) sources of income for Sporting Organizations. (4 marks)
5. a. Define the term sponsorship. (2 marks)
b. Give two reasons why sponsorship in important in sports (2 marks)
6. a. Briefly explain the difference between transactional leadership theory and transformational leadership theory. (4 marks)
b. Give one example of each leadership theory explained above. (2 marks)
8. Outline three (3) primary roles that deal with informational contact based on Henry Mintzberg Managerial Theory (3 marks)
9. a. Name three types of leadership styles. (3 marks)
b. Give three reasons why leaders should ensure that they control their feeling and emotion when interacting with their employee. (3 marks)
10. Give the meaning of the following acronyms and give ONE function of each association?
 - a. JADCO
 - b. ISSA
 - c. IOC
 - d. FIFA
 - e. IAAF(10 marks)

SECTION B (40 marks)

ESSAY QUESTION

Answer any TWO questions in this section.

1. a. Define the term budgeting? (2 marks)
b. State three (3) components of a good sport budget and explain the importance of each of these components in the proper functioning of a sport organization (9 marks)
c. Identify three (3) types of intellectual property and discuss an athlete's intellectual property rights in response to the three types mentioned. (9 marks)

2. The possibilities of social media creating new markets for Sport is endless.
a. Discuss four (4) impacts of Social media on Sports. (12 marks)
b. You are tasked with organizing a media blitz for the World Relays to be held in Kingston, 2021. Describe how you will use social media to market the event. (8 marks)

3. Name a sport of your choice:
A. State the governing body at each of the three major levels. (3 marks)
B. Discuss three (3) roles of the governing body at each level in developing talents and promoting the sport. (9 marks)
C. Explain three (3) ethical considerations governing bodies must adhere to when athletes are competing in international events (9 marks)

END OF EXAMINATION

