

TEACHERS COLLEGES OF JAMAICA

BACHELOR OF EDUCATION

JANUARY 2021 EXAMINATIONS

COMMON PAPER

PHYSICAL EDUCATION

**SPORTS MANAGEMENT
[PE404SEB]**

YEAR 4

TIME: 2 ½ HOURS

Instructions: Candidates are required to answer ALL questions in SECTION A and ONE question in SECTION B.

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

SECTION A (40 marks)

Answer ALL questions in this section

1. Define *sport management* in its broadest sense. (2 marks)
2. Why is strategic planning a critical element in the success of sport organization? (5 marks)
3. Vision and Mission statements are important to sport organizations. Give an example of how they can be used to improve employees' work attitude. (5 marks)
4. List FIVE steps managers may use to recruit workers. (5 marks)
5. List FIVE qualities of an effective treasurer with financial knowledge in your organization. (5 marks)
6. There are TWO categories of risks, "risk of harm" and "risk of detriment". explain the difference and site examples. (8 marks)
7. State TWO management styles you have studied and explain TWO advantages of each. As the principal of a leading sport's college, decide on which of these management styles you would use, and give reasons for your choice. (10 marks)

SECTION B (20 marks)

Answer ONE question from this section.

Question 1

- a. Give the meaning for the acronym S.W.O.T. (4 marks)
 - b. Define the S.W.O.T process and state THREE cogent reasons for its importance in a sporting organization giving an example in your area of specialization. (6 marks)
 - c. Give an example of a S.W.O.T analysis result stating TWO points from each section. (8 marks)
- Total 20 marks

Question 2.

- a. It is necessary for sports managers to be cognizant of the various environmental factors that impact the planning and effective operation of sporting organizations. Identify FIVE factors each from the internal and FIVE from the external environment. (10 marks)
 - b. Explain how these factors will affect the organization. (10 marks)
- Total 20 marks

Question 3.

As the Head of your Physical Education Department, you have the task of organizing a major sporting event to raise funds for your sport programs for 2021 school year. Design a sponsorship proposal aimed at corporate business. (20 marks)

Total 20 marks

END OF EXAMINATION

