



**PRINCIPLES OF MARKETING FOR SPORT AND LEISURE  
21BSA520**

Semester 1 2021/22

3 hours

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**Answer TWO out of the three questions**  
**All Questions carry equal marks (50 marks).**

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This is a (1b) online examination, meaning you have a total of **3 hours plus an additional 30 minutes** to complete and submit this paper. The additional 30 minutes are for downloading the paper and uploading your answers when you have finished. If you have extra time or rest breaks as part of a Reasonable Adjustment, you will have further additional time as indicated on your exam timetable.

**It is your responsibility to submit your work by the deadline for this examination. You must make sure you leave yourself enough time to do so.**

**It is also your responsibility to check that you have submitted the correct file.**

Exam Help

If you are experiencing difficulties in accessing or uploading files during the exam period you should contact the exam helpdesk. For urgent queries please call **01509 222900**.  
For other queries email [examhelp@lboro.ac.uk](mailto:examhelp@lboro.ac.uk)

You may handwrite and/or word process your answers, as you see fit.

This is an **open book exam** and you may refer to module materials, notes or textbooks when answering. However, you **must produce your own responses** to the exam questions and you **should not copy or reproduce content** from a source without quotation marks and a citation. Students who do this will be marked down for poor scholarship or the work will be considered for Academic Misconduct in line with regulation XVIII.

You must clearly identify the question and part, as required, in your answer, either through the numbering system or by including the relevant exam question and/or part as a heading.

You may include headings, bullet points etc to help with clarity as required. Graphs and images may also be included and should be appropriately referenced.

In text citations should use the Harvard style in accordance with the School of Business and Economics guidelines. You do not need to include a reference list.

**ANSWER TWO QUESTIONS FROM THE FOLLOWING THREE**

- 1. Briefly define segmentation, targeting and positioning and then explain their importance to sport organisations (50 marks)**
- 2. Define marketing research and explain its importance to sports organisations (50 marks)**
- 3. With supporting examples, discuss the key macro-level environmental factors for sporting organisations (50 marks)**