



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2019/2020 ACADEMIC YEAR  
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF TOURISM AND NATURAL  
RESOURCE MANAGEMENT  
BACHELOR OF PARKS, RECREATION AND  
LEISURE MANAGEMENT (PRLM)**

**COURSE CODE: RLM 4108**

**COURSE TITLE: TRENDS IN SPORT MANAGEMENT**

**DATE: 9<sup>TH</sup> DECEMBER 2019**

**TIME: 8.30-10.30AM**

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**INSTRUCTIONS TO CANDIDATES**

Answer **ALL** questions in section A and any other **TWO** in section B.

*This paper consists of 2 printed pages. Please turn over*

**SECTION A: QUESTION ONE IS COMPULSORY (30 MARKS)**

- 1 a). Briefly discuss the ethical concerns in sports management. **(10 marks)**
- b). Explain the importance of budgeting and marketing in sports management. **10 marks)**
- c). Briefly describe issues and controversies associated with sport and sports management. **(10 marks)**

**SECTION B: ANSWER ANY TWO QUESTIONS (40 MARKS)**

- 2). Discuss the role of sport development theory in recreation and leisure management. **(20 marks)**
- b). Citing relevant examples, discuss application of sport management in Kenya. **(20 marks)**
- c). Discuss the role of sports in educational institutions in Kenya. **(20 marks)**
- d). Discuss the symbiotic relationship between sports and media in Kenya. **(20 marks)**

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