



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF MARKETING AND LOGISTICS**

<b>QUALIFICATION:</b> BACHELOR OF SPORT MARKETING	
<b>QUALIFICATION CODE:</b> 07BOSM	<b>LEVEL:</b> 6
<b>COURSE CODE:</b> CSS621S	<b>COURSE NAME:</b> CORPORATE SPORTS AND SALESMANSHIP
<b>SESSION:</b> JANUARY 2020	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	MR. MAXWELL CHUFAMA (FT, PT & DI)
<b>MODERATOR:</b>	DR. STEWART KAUPA

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This question paper has <b>FIVE (5)</b> questions.</li><li>2. Answer <b>ANY FOUR (4)</b> questions.</li><li>3. Always start a question on a new page.</li><li>4. Each question carries <b>TWENTY-FIVE (25)</b> marks.</li><li>5. Marks for each question are indicated at the end of each question.</li><li>6. Read all the questions carefully before answering.</li><li>7. Write precisely, clearly and neatly.</li><li>8. Number the answers clearly.</li></ol>

**THIS QUESTION PAPER CONSISTS OF 2 PAGES** (Including this front page)

**Question 1**

- a) With the aid of examples, define personal selling in your own understanding. (5 marks)
- b) Using practical examples, describe order-getters salespersons and their role in corporate sales. (20 marks)

**Question 2**

- a) You are a manufacturer/ supplier of sporting products. Your country has been nominated to host a continent-wide tournament, implying numerous games to be played. You have an opportunity to sell your firm quality, robust products with respect to game pressure. Using a sport type of your own choice, write a formal sales letter to the relevant authorities. Your creativity with respect to sports products and selling gimmicks is called upon in this short exercise. (15 marks)
- b) With the aid of local and international examples, briefly outline the B2B, B2C and B2G markets for Namibian firms that sell sporting products. (10 marks)

**Question 3**

- a) Explain the importance of sales forecasting to any Namibian sporting firm of your choice. (10 marks)
- b) Discuss **ANY FIVE (5)** internal factors affecting sales of sporting products in any Namibian sporting firm of your choice. (15 marks)

**Question 4**

- a) Briefly outline the Payback period method of project appraisal. (5 marks)
- b) Apart from historical sales data, discuss other qualitative methods which can be used to assist sales managers in the sales forecasting process? (20 marks)

**Question 5**

- a) What qualities would you look for when interviewing and selecting salespersons? (10 marks)
- b) Discuss the limiting factors of the interview process. (15 marks)

**END OF SECOND OPPORTUNITY EXAMINATION**