



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 07BOSM	LEVEL: 7
COURSE CODE: BRS711S	COURSE NAME: BUSINESS RESEARCH FOR SPORT MANAGERS
SESSION: JUNE 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION	
EXAMINER(S)	MS FORTUNATE SITHOLE (FT, PT & D)
MODERATOR:	MR P. HAUFIKU

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer any FOUR (4) questions.2. Read all the questions carefully before answering3. Write clearly and legibly

THIS SECOND OPPORTUNITY EXAMINATION CONSISTS OF 2 PAGES (Including this front page)

Question 1

- a) Assuming that you are a Sport Manager, give an example of a situation in which it would be appropriate to use the mixed methods approach. [10 marks]
- b) Outline the advantages and disadvantages of using the mixed method approach in business research for sport managers [15 marks]

Question 2

- a) Explain the different types of questions that can be used in a questionnaire when carrying out research in sport management. [10 marks]
- b) Outline the merits and demerits of using questionnaires when carrying out research in sport studies. [15 marks]

Question 3

- a) Assuming that you are a sport researcher, outline the guidelines that you will follow when carrying out interviews. [10 marks]
- b) Analyse the different types of interviews that may be used in business research for sport managers [15 marks]

Question 4

- a) Differentiate between primary and secondary data. [5 marks]
- b) Explain the following data collection tools as they are used in business research for sport managers.
 - i) Questionnaires [5 marks]
 - ii) Interviews [5 marks]
 - iii) Focus group discussions [5 marks]
 - iv) Observations [5 marks]

Question 5

Giving practical examples in sport, explain the differences between the following research designs:

- i) Quantitative Vs Qualitative [9 marks]
- ii) Cross sectional Vs Longitudinal [9 marks]
- iii) Conceptual Vs Empirical [7 marks]

END OF SECOND OPPORTUNITY EXAMINATION

