



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF SPORT MARKETING	
QUALIFICATION CODE: 07BOSM	LEVEL: 6
COURSE CODE: CSS621S	COURSE NAME: CORPORATE SPORTS AND SALESMANSHIP
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. MAXWELL CHUFAMA (FT, PT & DI)
MODERATOR:	DR. STEWART KAUPA

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

Question 1

- a) Explain factors influencing the growth or development of Sport business industry in Namibia (10 marks)
- b) Explain sales promotion techniques that Namibian sporting firms are using and their effectiveness in raising customer awareness and stimulating sales. (15 marks)

Question 2

- a) In your own understanding, define the following;
 - i) Customer centrisism (2 marks)
 - ii) Customer relationship management (3 marks)
- b) Describe components of a Marketing Information System (MkIS), demonstrating how a firm can use an MkIS to manage the sales and marketing function. (20 marks)

Question 3

- a) Using relevant examples, explain factors that influence sales forecasting in the Namibian sporting industry. (10 marks)
- b) Briefly describe **ANY FIVE (5)** organisational buying participants and their role in the buying centre. (15 marks)

Question 4

You have been appointed Sales Manager for a local sporting firm that is considering to undertake some investment projects. The firm is facing three sporting sales projects.

Projects	A	B	C
Cost	\$10,000	\$25,000	\$45,000
Cash Flow Year One	\$4,000	\$8,000	\$15,000
Cash Flow Year Two	\$6,000	\$14,000	\$20,000
Cash Flow Year Three	\$4,000	\$20,000	\$20,000
Cash Flow year Four	\$4,000	\$26,000	\$15,000
Cash Flow Year Five	\$4,000	\$32,000	\$10,000

Using project appraisal methods outlined below, select the ideal project(s). In each case, give reasons for your answer. (Show your calculations).

- a) The Payback period. (10 marks)
- b) The Net Present Value with a 20% inflation rate. (15 marks)

Question 5

- a) Discuss the importance of staffing in corporate sales and salesmanship (10 marks)
- b) Describe the internal and external recruitment sources for sales persons. (15 marks)

END OF FIRST OPPORTUNITY EXAMINATION