



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION : BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 07BSMN	LEVEL: 6
COURSE CODE: CSS621S	COURSE NAME: CORPORATE SPORTS AND SALESMANSHIP
SESSION: NOVEMBER 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
EXAMINER(S)	DR. MAXWELL CHUFAMA (FT, PT & DI)
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INSTRUCTIONS
<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.

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

Answer **ANY FOUR (4)** questions

Question 1

The business environment has never been static, it is graced with numerous dynamic factors that can positively contribute to or negatively hinder growth. With the aid of practical examples, explain factors influencing the growth or development of Sport business industry in Namibia. (25 marks)

Question 2

In some cases, firms need to implement strategies that improve sales in the short run. Explain sales promotion techniques that Namibian sporting firms are using and their effectiveness in raising customer awareness and stimulating sales. (25 marks)

Question 3

- 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)

Question 4

- 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 5

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

END OF FIRST OPPORTUNITY EXAMINATION