



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

<b>QUALIFICATION : BACHELOR OF SPORT MANAGEMENT</b>	
<b>QUALIFICATION CODE:</b> 07BSMN	<b>LEVEL:</b> 6
<b>COURSE CODE:</b> CSS621S	<b>COURSE NAME:</b> Corporate Sports and Salesmanship
<b>SESSION:</b> NOVEMBER 2024	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	MR. PETER HAUFIKU (FT/ PT/ DI)
<b>MODERATOR:</b>	Ms. Fortunate Sithole

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper comprises Four <b>(4)</b> Sections.</li><li>2. Answer all <b>Four (4)</b> Sections.</li><li>3. Read all the questions carefully before answering.</li><li>4. Marks for each question are indicated at the end of each question</li><li>5. Write clearly and neatly.</li><li>6. Number the answers clearly.</li></ol>

**THIS EXAMINATION PAPER CONSISTS OF 7 PAGES (Including this front page)**

### Section A: Multiple Choice Questions (20 marks)

Each question is worth 2 marks. Choose the correct answer.

1. Which CRM tool is known for being highly customizable but complex to use?

- a) Zoho CRM
- b) HubSpot
- c) Salesforce
- d) Microsoft Dynamics

2. What is the main goal of CRM systems?

- a) Increase direct sales to customers
- b) Improve customer relationships to grow business
- c) Automate email marketing campaigns
- d) Offer loyalty rewards to customers

3. Which of the following is NOT a benefit of sales automation?

- a) Freeing up time for sales representatives
- b) Automating repetitive tasks
- c) Decreasing customer engagement
- d) Improving communication within sales teams

4. What type of sales strategy involves offering a limited-time discount to boost immediate sales?

- a) Upselling
- b) Direct Sales
- c) Promotional Sales
- d) Cross-Selling

5. In a geographic sales organization, sales teams are divided based on:

- a) Customer segments
- b) Types of products
- c) Geographic regions
- d) Sales goals

6. Which of the following sales tools helps in tracking sales performance in real-time?

- a) CRM Systems
- b) Virtual Reality Tools
- c) Email Campaigns
- d) Document Automation Tools

7. A sports organization using technology to improve sales and engagement might utilize:

- a) Virtual reality to offer stadium tours
- b) Paper tickets exclusively
- c) Printed brochures
- d) Door-to-door ticket sales

8. The term used for segmenting customers based on their likelihood to make a purchase is:

- a) CRM
- b) Lead Scoring
- c) Sales Automation
- d) Customer Segmentation

9. One of the major challenges in managing sales territories in Namibia is:

- a) Small geographic regions
- b) Overcrowded urban areas
- c) Uneven market potential
- d) Limited customer segmentation

10. Which of the following is a sales strategy commonly used to encourage repeat business?

- a) Flash Sales
- b) Relationship Selling
- c) Limited Edition Offers
- d) Contests and Sweepstakes

**Section B: True or False (10 marks)**

Each question is worth 1 mark. Indicate whether the statement is True (T) or False (F).

No.	Question
1.	Salesforce offers the most affordable pricing for small businesses. <b>True/False?</b>
2.	HubSpot is known for its advanced reporting and analytics capabilities. <b>True/False?</b>
3.	Sales tracking tools allow managers to make real-time adjustments to sales strategies. <b>True/False?</b>
4.	Sales promotion gimmicks are always serious and formal. <b>True/False?</b>
5.	One key role of a sales manager is to build and maintain client relationships. <b>True/False?</b>
6.	Microsoft Dynamics is primarily used by smaller sports organizations due to its low cost. <b>True/False?</b>
7.	CRM systems are mainly used to handle customer support cases only. <b>True/False?</b>
8.	Flash sales are a form of limited-time sales promotion. <b>True/False?</b>
9.	In sports sales management, technology such as CRM can enhance fan engagement. <b>True/False?</b>
10.	Sales managers do not need to report to senior management regularly on performance. <b>True/False?</b>

### **Section C: Short Answer Questions (30 marks)**

Each question is worth 5 marks. Provide a brief answer.

1. Explain how technology, particularly CRM, enhances sales effectiveness in the sports industry. **(5 Marks)**
  
2. Describe two challenges Namibian sports organizations face in managing sales territories. **(5 Marks)**
  
3. What are the benefits of using data analytics in sales management? Provide examples. **(5 Marks)**
  
4. Define 'Upselling' and 'Cross-Selling' and provide one example of each in a sports event context. **(5 Marks)**
  
5. How can a sales manager motivate their team and ensure they meet sales targets? **(5 Marks)**

### **Section D: Case Study (40 marks)**

#### **Scenario:**

You are the Sales Manager of a sports organization tasked with promoting an upcoming national marathon event in Windhoek. Your goal is to maximize ticket sales and merchandise sales while ensuring a positive fan experience. You are required to use CRM tools and technology to achieve these goals.

**1. Sales Strategy Development**

**(15 marks)**

- Identify and describe two sales promotion strategies you would implement for the marathon.
- Explain how you would use CRM tools to manage customer relationships and track sales performance.
- Discuss which sales channels (e.g., social media, email marketing, in-stadium promotions) you would use to promote the event and why.

**2. Technology in Sales**

**(10 marks)**

- Describe how technology, such as CRM systems and sales automation tools, can help you improve fan engagement and boost ticket sales.
- Explain how you would use data analytics to adjust your sales strategies during the promotion period.

**3. Sales Force Management**

**(10 marks)**

- As a sales manager, how would you organize your sales team to effectively cover all territories for the event (e.g., VIP tickets, regular tickets, merchandise)?
- What key performance indicators (KPIs) would you track to ensure the success of your sales team?

**4. Customer Feedback and Relationship Management**

**(5 marks)**

- How would you gather and use customer feedback to improve future sales events?

**END OF EXAMINATION**