



**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 Honours	
QUALIFICATION CODE: 08BSPH	LEVEL: 8
COURSE CODE: SMS802S	COURSE NAME: Strategic Management in Sport
SESSION: NOVEMBER 2024	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
EXAMINER(S)	MR. PETER HAUFIKU
MODERATOR:	Mrs. T'Neil Young

INSTRUCTIONS
1. This paper comprises FIVE (5) questions. 2. Answer ANY FOUR (4) questions. 3. Read all the questions carefully before answering. 4. Marks for each question are indicated at the end of each question 5. Write clearly and neatly. 6. Number the answers clearly.

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

Question 1**(25 Marks)**

Explain the importance of the strategic cycle in sport organizations. Using the Namibia Football Association (NFA) as a case study, describe how the strategic cycle can be applied to improve youth football development in Namibia.

Question 2**(25 Marks)**

Discuss the challenges of implementing sport strategies in Namibia, particularly in grassroots development. How can sport organizations overcome resistance to change and inadequate resources during the implementation phase?

Question 3**(25 Marks)**

Evaluate the role of athlete activism and social responsibility in strategic management. Using a Namibian sports example, explain how an organization can balance its goals with the growing influence of athletes advocating for social causes.

Question 4**(25 Marks)**

Apply the SWOT analysis model to a Namibian sport organization of your choice. Identify the key strengths, weaknesses, opportunities, and threats facing the organization, and suggest strategic initiatives to improve its performance.

Question 5**(25 Marks)**

Discuss the importance of monitoring and evaluating sport strategies. Using a case study from the Namibian sports industry, describe how key performance indicators (KPIs) and benchmarks can be used to track the success of a sport strategy.

Total: 100 Marks**END OF EXAMINATION**