



**ΠΑΜΙΒΙΑ UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

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

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

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|----------------------------------------------------|----------------------------------------------------------|
| <b>QUALIFICATION: BACHELOR OF SPORT MANAGEMENT</b> |                                                          |
| <b>QUALIFICATION CODE: 07BOSM</b>                  | <b>LEVEL: 7</b>                                          |
| <b>COURSE CODE: BRS711S</b>                        | <b>COURSE NAME: BUSINESS RESEARCH FOR SPORT MANAGERS</b> |
| <b>SESSION: JULY 2024</b>                          | <b>PAPER: THEORY</b>                                     |
| <b>DURATION: 3 HOURS</b>                           | <b>MARKS: 100</b>                                        |

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| <b>SECOND OPPORTUNITY EXAMINATION QUESTION PAPER</b> |               |
| <b>EXAMINER(S)</b>                                   | MS. F SITHOLE |
| <b>MODERATOR:</b>                                    | MS. T. YOUNG  |

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| <b>INSTRUCTIONS</b>                                                                                                                                                                                                                                                                                                      |  |
| <ol style="list-style-type: none"><li>1. This examination paper consists of 5 questions</li><li>2. Answer FOUR (4) questions ONLY</li><li>3. Start each question on a fresh page</li><li>4. Marks for each question are indicated in brackets at the end of each question</li><li>5. Write clearly, and neatly</li></ol> |  |

**THIS QUESTION PAPER CONSISTS OF 3 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]
- c) 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]