



**PAMIBIA 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: 07BOSM</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: BRS711S</b>	<b>COURSE NAME: BUSINESS RESEARCH FOR SPORT MANAGERS</b>
<b>SESSION: JUNE 2024</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

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

<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 \_2\_ PAGES (Including this front page)**

### **Question 1**

- a) Explain any 3 non-scientific methods of acquiring knowledge [15 marks]
- b) Outline the disadvantages of using non-scientific methods of knowledge acquisition in research. [10 marks]

### **Question 2**

With reference to relevant examples in sport, explain the different ethical considerations that should be taken into account when carrying out the research activities. [25 marks]

### **Question 3**

- a) Outline the aspects to consider when selecting a research problem. [12 marks]
- b) Describe the steps that should be followed when formulating a research problem. [13 marks]

### **Question 4**

Outline the advantages and disadvantages of using the following methods in business research:

- a) Quantitative Research [12 marks]
- b) Qualitative Research [13 marks]

### **Question 5**

a) Define the following terms as they are used in business research for sport managers:

- i) Population [3 marks]
- ii) Sample [2 marks]

b) Explain the different forms of sampling procedures that are used when carrying out research in sport management. [20 marks]

**END OF FIRST OPPORTUNITY EXAMINATION**