



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

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

<b>QUALIFICATION:</b> BACHELOR OF SPORT MANAGEMENT HONORS	
<b>QUALIFICATION CODE:</b> 08BSPH	<b>LEVEL:</b> 8
<b>COURSE CODE:</b> FTS811S	<b>COURSE NAME:</b> Financial Techniques for Sports Management
<b>SESSION:</b> JULY 2024	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	MR. PETER HAUFIKU (FT/PT/ DI)
<b>MODERATOR:</b>	Mrs. T'NEIL YOUNG

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper comprises FIVE (5) questions</li><li>2. Answer <b>ALL FIVE (5)</b> questions.</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 2 PAGES (Including this front page)**

**Question 1****(15 Marks)**

Describe three main sources of revenue for sports organizations. Provide examples of each revenue stream and discuss their significance in funding the operations and growth of sports ventures.

**Question 2****(20 Marks)**

Explain the importance of budgeting in sports management. Outline the basic steps involved in creating a budget for a sports organization and discuss how effective budgeting contributes to financial planning and control.

**Question 3****(20 Marks)**

Define the term "break-even analysis" in the context of sports management. Discuss how break-even analysis is used to assess the financial performance of sports events or projects and make informed business decisions.

**Question 4****(25 Marks)**

Discuss the role of sponsorship in sports management. Describe the criteria used to evaluate potential sponsorship opportunities for sports organizations and explain how sponsorship agreements can benefit both parties involved.

**Question 5****(20 Marks)**

Identify two financial risks commonly faced by sports organizations. Discuss strategies that sports managers can implement to mitigate these risks and ensure the financial stability of their organizations.

**Total Marks = 100****END OF SECOND EXAMINATION PAPER**