namibia university
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISITICS AND SPORT MANAGEMENT

QUALIFICATION: HONORS IN SPORT MANAGEMENT	
QUALIFICATION CODE: 08BSPH	LEVEL: 8
COURSE CODE: SDA802S	COURSE NAME: SPORT DATA ANALYTICS
SESSION: JANUARY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	PROF. MAXWELL CHUFAMA (FT/ PT/ DI)
MODERATOR:	MS. T'NEIL YOUNG

INSTRUCTIONS
1. Answer **QUESTION ONE** in Section A and **ANY OTHER TWO QUESTIONS** in Section B.
2. Marks for each question are indicated at the end of each question
3. Read all the questions carefully before answering.
4. Write clearly and neatly.
5. Number the answers clearly.

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

SECTION A

Question 1

"There are a number of physical, tactical, technical and psychological factors that underpin individual's performance in sport"

a) What are the limitations of solely using coach observations whilst analysing sporting performance? (10 marks)

b) Discuss the various strategies, apart from coach observations, that might be employed to help monitor, analyse and refine the physical, tactical, technical and behavioural aspects of an individual's sporting performance (40 marks)

SECTION B

Question 2

In a bid to improve performance through data, we stand to lose in the natural skill of athletes, with this in mind describe the benefits and challenges of Sport data analytics. (25 marks)

Question 3

"Why would we need machines to teach us what we can do, this is a God-given talent", one anonymously said; and as an advocate for the use of Sport data analytics put forward a defence, with the aid of practical examples, for the use and role of Sport data analytics. (25 marks)

Question 4

Data has become the mantra of today's business, even sport and sport-related business cannot be spared from using data in numerous facets. With this understanding and background, discuss the dimensions of Sport data analytics in this 21st century. (25 marks)

END OF SECOND OPPORTUNITY EXAMINATION PAPER