



**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 Honours	
<b>QUALIFICATION CODE:</b> 08BSPH	<b>LEVEL:</b> 8
<b>COURSE CODE:</b> SMS802S	<b>COURSE NAME:</b> Strategic Management in Sport
<b>SESSION:</b> JANUARY 2025	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>SECOND OPPORTUNITY EXAMINATION</b>	
<b>EXAMINER(S)</b>	MR. PETER HAUFIKU
<b>MODERATOR:</b>	Mrs. T'Neil Young

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This paper comprises <b>FIVE (5)</b> questions.</li><li>2. Answer <b>ANY FOUR (4)</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****(25 Marks)**

Critically analyse the role of digital transformation in sport organizations. How can Namibian sports organizations leverage digital tools to improve performance, fan engagement, and operational efficiency?

**Question 2****(25 Marks)**

Explain the importance of strategic management models in sports organizations. Choose any Namibian sports organization and apply the Balanced Scorecard model to assess its performance across financial, customer, internal processes, and learning & growth perspectives.

**Question 3****(25 Marks)**

Discuss how sport organizations in Namibia can address sustainability and environmental responsibility as part of their strategic management process. Provide practical examples of how these initiatives could be implemented within the country's sports industry.

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

Examine the key steps in the strategic planning process for sport organizations. Using a Namibian sports case study, explain how an organization can successfully move from strategy formulation to implementation, ensuring alignment between its goals and available resources.

**Question 5****(25 Marks)**

Outline the importance of resource allocation in the implementation of sport strategies. Using examples from the Namibian sports context, explain how organizations can ensure effective resource management to achieve their strategic goals.

**Total: 100 Marks****END OF EXAMINATION**