NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION : BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 07BSMN	LEVEL: 6
COURSE CODE: CSS621S	COURSE NAME: Corporate Sports and Salesmanship
SESSION: JANUARY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION	
EXAMINER(S)	MR. PETER HAUFIKU (FT/ PT/ DI)
MODERATOR:	Ms. Fortunate Sithole

INSTRUCTIONS
1. This paper comprises Four **(4)** Sections.
2. Answer all **Four (4)** Sections.
3. Read all the questions carefully before answering.
4. Marks for each question are indicated at the end of each question
5. Write clearly and neatly.
6. Number the answers clearly.

THIS EXAMINATION PAPER CONSISTS OF 7 PAGES (Including this front page)

4. What is one of the main benefits of using CRM in sales management?

   a) Simplifying inventory control

   b) Automating customer support requests

   c) Improving customer engagement and loyalty

   d) Enhancing production capabilities

5. In a customer-based sales organization, sales teams are divided based on:

   a) Products offered

   b) Customer segments

   c) Sales targets

   d) Regions

6. What is one challenge of relying too heavily on technology in sales?

   a) Reducing overhead costs

   b) Decreasing the risk of errors

   c) Losing personal interaction with customers

   d) Increasing human resources needs

7. What is the primary function of sales automation tools?

   a) To hire new sales staff

   b) To automate repetitive sales tasks like follow-ups

   c) To create product designs

   d) To recruit sponsorships

Section B: True or False (10 marks)

Each question is worth 1 mark. Indicate whether the statement is True (T) or False (F).

No.	Question
1.	HubSpot CRM offers a free version with core CRM features. **True/False?**
2.	Zoho CRM is typically used by large enterprises for highly complex needs. **True/False?**
3.	Data analytics tools help sales teams predict future sales trends. **True/False?**
4.	Sales territories should be distributed evenly based on the sales team's size alone. **True/False?**
5.	Upselling involves encouraging customers to buy higher-end products. **True/False?**
6.	Relationship selling is primarily concerned with short-term gains. **True/False?**
7.	CRM systems allow sales teams to store and access customer information centrally. **True/False?**
8.	Limited edition offers are used to generate immediate urgency in sales promotions. **True/False?**
9.	A sales manager's role includes monitoring sales performance and adjusting strategies. **True/False?**
10.	Social media is not commonly used as a channel for sports sales promotions. **True/False?**

1. **Sales Strategy Development** (15 marks)

- Describe two sales strategies you would implement to boost both ticket and merchandise sales.
- Explain how CRM systems will help in tracking customer interactions and improving sales efficiency.
- Discuss which promotional tools (e.g., flash sales, social media campaigns) you would use to promote both ticket and merchandise sales.

2. **Technology in Sales** (10 marks)

- Explain how the CRM system could help in personalizing the sales process for season ticket holders and VIP customers.
- Discuss the role of sales automation in managing follow-ups and customer interactions during the campaign.

3. **Sales Force Management** (10 marks)

- How would you organize your sales force to target specific customer segments (e.g., corporate clients, loyal fans)?
- What KPIs would you track to measure the effectiveness of your sales team's efforts?

4. **Customer Feedback and Relationship Management** (5 marks)

- How would you use CRM systems to gather customer feedback and improve future campaigns?

END OF EXAMINATION