



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 07BOSM	LEVEL: 7
COURSE CODE: BRS711S	COURSE NAME: BUSINESS RESEARCH FOR SPORT MANAGERS
SESSION: JUNE 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION	
EXAMINER(S)	MS FORTUNATE SITHOLE (FT, PT & D)
MODERATOR:	MR P. HAUFIKU

INSTRUCTIONS
<ol style="list-style-type: none">1. Answer any FOUR (4) questions2. Read all the questions carefully before answering.3. Write clearly and legibly

THIS EXAMINATION 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