



**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: NOVEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	Ms. Fortunate Sithole

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. This paper comprises FIVE (5) questions.2. Answer ANY FOUR (4) questions.3. Read all the questions carefully before answering.4. Marks for each question are indicated at the end of each question5. Write clearly and neatly.6. Number the answers clearly.

THIS EXAMINATION PAPER CONSISTS OF 3 PAGES (Including this front page)

Question 1 – Sales Strategies and Promotions

(25 Marks)

Namibia is preparing to host a **regional netball championship**. As the Sales Manager, you are tasked with developing a sales and promotions plan.

- **Discuss** the key sales strategies you would implement. (10 Marks)
- **Analyse** how you would adapt sales promotion gimmicks to suit the Namibian sports market. (10 Marks)
- **Evaluate** the risks of over-reliance on promotions and suggest how to mitigate them. (5 Marks)

Question 2 – Technology and CRM in Sports Sales

(25 Marks)

Sports organizations in Namibia, such as **the Brave Warriors or Namibia Rugby Union**, are increasingly adopting CRM systems.

- **Explain** how CRM and sales automation tools can transform fan engagement and boost sales. (10 Marks)
- **Discuss** the challenges Namibian sports organizations face in adopting such technology. (10 Marks)
- **Recommend** innovative, cost-effective solutions for smaller sports clubs in Namibia. (5 Marks)

Question 3 – Recruiting, Training, and Motivating Sales Force

(25 Marks)

You have been appointed Sales Manager of a new **professional basketball league** in Namibia.

- **Propose and justify** a recruitment and training plan for your sales staff. (10 Marks)
- **Analyse** how performance evaluation and compensation systems can motivate teams while ensuring fairness. (10 Marks)
- **Recommend** suitable non-monetary incentives for motivating sales teams in Namibia. (5 Marks)

Question 4 – Sales Territories and Organizations

(25 Marks)

Managing sales territories in Namibia is challenging due to **urban-rural divides** and limited infrastructure.

- **Compare and contrast** geographic, product-based, and customer-based sales organizations, and **justify** which is most suitable for Namibia's sports industry. (10 Marks)
- **Discuss and analyse** the challenges of managing sales territories for Namibian sports events (e.g., COSAFA Cup, Netball League). (10 Marks)
- **Suggest** practical solutions using CRM and technology to reach underserved rural regions. (5 Marks)

Question 5 – Case Study: Sponsorship & Revenue Growth

(25 Marks)

Case Study:

The Namibian Football Association (NFA) is struggling to secure sponsorships for its local league. Companies are hesitant due to low attendance and limited media coverage.

Questions:

- **Develop and justify** a strategy to attract and retain sponsors, linking it to long-term relationship selling. (10 Marks)
- **Evaluate** how performance metrics (sales quotas, conversion rates, retention) could measure sponsorship sales success. (10 Marks)
- **Propose** creative partnership opportunities with local businesses to diversify revenue. (5 Marks)

END OF EXAMINATION