



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

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MR. PETER HAUFIKU (FT/ PT/ DI)
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 – Ethics in Sports Sales

(25 Marks)

Ethics play a major role in sports sales, particularly when dealing with sponsorships and fan relations.

1. **Discuss** the importance of ethical principles in sports sales management. (10 marks)
2. **Analyse** a situation in which unethical sales practices could damage a Namibian sports organization. (10 marks)
3. **Recommend** ways to ensure ethical compliance in sales teams. (5 marks)

Question 2 – Recruiting & Training Sales Force

(25 Marks)

You are tasked with setting up a sales department for the **Namibia Netball League**.

1. **Propose and justify** a recruitment strategy to attract competent sales staff. (10 marks)
2. **Evaluate** the role of continuous training in improving sales effectiveness. (10 marks)
3. **Recommend** specific training approaches for Namibian sports sales staff. (5 marks)

Question 3 – Performance Evaluation & Compensation

(25 Marks)

The sales team of **Cricket Namibia** has underperformed in selling tickets for a regional tournament.

1. **Analyse** how performance evaluation systems can identify sales weaknesses. (10 marks)
2. **Discuss** how compensation structures (fixed vs variable pay) affect motivation. (10 marks)
3. **Recommend** a fair compensation plan for Cricket Namibia's sales team. (5 marks)

Question 4 – Sales Manager’s Role and Leadership

(25 Marks)

Sales managers in Namibia often juggle multiple responsibilities in small sports organizations.

1. **Discuss** the key leadership roles of a sales manager. (10 marks)
2. **Analyse** how poor leadership could harm a sales department in a Namibian sports body. (10 Marks)
3. **Propose** leadership approaches that would suit small-to-medium Namibian clubs. (5 marks)

Question 5 – Case Study: Ethics & Performance in Sales

(25 Marks)

Case Study:

A Namibian football club has been accused of misusing sponsorship funds and not delivering agreed benefits to its sponsors. At the same time, its sales staff complain of unfair evaluation and inconsistent commission payments.

Questions:

1. **Evaluate** how unethical sponsorship practices affect both sponsors and fans. (10 marks)
2. **Analyse** the link between fair performance evaluation and staff motivation. (10 marks)
3. **Propose** corrective measures for the club to rebuild trust and improve sales performance. (5 marks)

END OF EXAMINATION MEMO