



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

**DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

<b>QUALIFICATION: BACHELOR OF SPORT MANAGEMENT</b>	
<b>QUALIFICATION CODE: 07BSMN</b>	<b>LEVEL: 6</b>
<b>COURSE CODE: SSC621S</b>	<b>COURSE NAME: SPORT SOCIOLOGY</b>
<b>SESSION: DECEMBER 2025</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>SECOND OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	MR. JOHN-GRAFFT NDUNGAUA
<b>MODERATOR:</b>	MS. F. SITHOLE

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. This examination paper consists of 5 questions</li><li>2. Answer FOUR (4) questions ONLY</li><li>3. Start each question on a fresh page</li><li>4. Marks for each question are indicated in brackets at the end of each question</li><li>5. Write clearly, and neatly</li></ol>

**THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)**



**Question 1**

Critically analyse the concept of 'commodification of sport'. With the use of relevant examples, discuss its impact on two of the following stakeholder groups:

- Athletes
- Fans/Spectators
- Sports clubs/Organisations

[25 marks]

**Question 2**

"Sport has the power to both challenge and reinforce social inequalities." Discuss this statement with reference to the issue of **race and ethnicity** in sport.

[25 marks]

**Question 3**

The relationship between sport and the media is symbiotic. Analyse this relationship, focusing on two of the following aspects:

- The influence of media on the rules and formats of sports.
- The role of social media in shaping athlete identity and fan engagement.
- The economic interdependency between sports leagues and broadcasters.

[25 marks]

**Question 4**

Evaluate the role of sport as a tool for **social development and change**. In your answer, provide examples of how sport can be used to address specific social issues.

[25 marks]

**Question 5**

Discuss the concept of **deviance in sport**. Distinguish between on-field deviance (e.g., violence, cheating) and off-field deviance (e.g., doping, corruption) and explain the societal and institutional responses to these forms of deviance.

[25 marks]

**END OF FIRST OPPORTUNITY EXAMINATION MEMORANDUM**

