



**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 Honours	
QUALIFICATION CODE: 08BSPH	LEVEL: 8
COURSE CODE: SMS802S	COURSE NAME: Strategic Management in Sport
SESSION: DECEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER

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MODERATOR:	Mrs. T'Neil Young

INSTRUCTIONS

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 question
5. Write clearly and neatly.
6. Number the answers clearly.

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

Question 1**(25 Marks)**

Explain the importance of strategic management models in sport organizations. Apply either the Strategic Planning Model or Balanced Scorecard to a Namibian sport federation of your choice.

Question 2**(25 Marks)**

Discuss the key challenges in implementing sport strategies. How can Namibian organizations address these issues to ensure successful execution?

Question 3**(25 Marks)**

Analyse current trends and challenges in sport strategic management. Which two trends are most relevant to Namibia's sports industry, and why?

Question 4**(25 Marks)**

Why is monitoring and evaluation (M&E) critical in sport strategy? Design a simple KPI framework for Athletics Namibia aimed at preparing athletes for the Olympic Games.

Question 5**(25 Marks)**

Evaluate the role of regulatory alignment in sport strategic management. How does aligning with the Namibia Sports Commission and international federations benefit Namibian sports bodies?

Total: 100 Marks**END OF EXAMINATION**

