



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

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

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

<b>QUALIFICATION:</b> HONOURS IN SPORT MANAGEMENT	
<b>QUALIFICATION CODE:</b> 08BSPH	<b>LEVEL:</b> 8
<b>COURSE CODE:</b> SDA802S	<b>COURSE NAME:</b> SPORT DATA ANALYTICS
<b>SESSION:</b> NOVEMBER 2025	<b>PAPER:</b> THEORY
<b>DURATION:</b> 3 HOURS	<b>MARKS:</b> 100

<b>FIRST OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	PROF. MAXWELL CHUFAMA (FT/ PT/ DI)
<b>MODERATOR:</b>	MS. T'NEIL YOUNG

<b>INSTRUCTIONS</b>	
<ol style="list-style-type: none"><li>1. Answer <b>QUESTION ONE</b> from Section A and <b>ANY OTHER TWO QUESTIONS</b> from Section B.</li><li>2. Marks for each question are indicated at the end of each question</li><li>3. Read all the questions carefully before answering.</li><li>4. Write clearly and neatly.</li><li>5. Number the answers clearly.</li></ol>	

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

## **SECTION A**

### **Question 1 (50 marks)**

“There are a number of physical, tactical, technical and psychological factors that underpin individual’s performance in sport”

- a) Discuss the various strategies, apart from coach observations, that might be employed to help monitor, analyse and refine the physical aspects (10 marks), tactical aspects (10 marks), technical aspects (10 marks) and behavioural aspects (10 marks) of an individual’s sporting performance. (40 marks)
- b) What are the limitations of solely using coach observations whilst analysing sporting performance? (10 marks)

## **SECTION B**

### **Question 2 (25 marks)**

Data has become the mantra of today’s business, even sport and sport-related business cannot be spared from using data in numerous facets. With this understanding or background and using practical examples, discuss the dimensions of Sport data analytics in this 21st century

### **Question 3 (25 marks)**

With the aid of practical examples, explain how sport and sport-related firms are using Machine Learning and Artificial Intelligence in Sport data analytics, in that discuss any challenges.

### **Question 4 (25 marks)**

Technology has greatly expanded the ways in which athletes can be tracked and measured; using practical examples, explain the body parts or aspects an athlete can be measured and how they can be measured to aid in sport athlete training, injury prevention and performance.

**END OF FIRST OPPORTUNITY EXAMINATION PAPER**