



**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 HONORS	
QUALIFICATION CODE: 08BSPH	LEVEL: 8
COURSE CODE: FTS811S	COURSE NAME: Financial Techniques for Sports Management
SESSION: JULY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	MR. PETER HAUFIKU (FT/PT/ DI)
MODERATOR:	Mrs. T'NEIL YOUNG

INSTRUCTIONS
<ol style="list-style-type: none">1. This paper comprises FIVE (5) questions2. Answer ALL FIVE (5) 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 2 PAGES (including this front page)

QUESTION 1 (15 Marks)

Identify and explain three major income-generating avenues for sports organizations. For each one, provide a practical example and assess how these revenues contribute to both short-term operations and long-term development strategies.

QUESTION 2 (20 Marks)

Budgeting is a key financial management tool in sports organizations. Explain why budgeting is essential, list the key stages in developing a functional sports budget, and analyze how proper budgeting supports sound financial oversight and organizational performance.

QUESTION 3 (20 Marks)

What is break-even analysis, and how does it assist sports managers in financial decision-making? Describe how this tool is used when planning sports events or programs and explain the implications of not reaching the break-even point.

QUESTION 4 (25 Marks)

Sponsorship plays a vital role in the success of many sports entities. Discuss how sports organizations evaluate sponsorship proposals and what makes a sponsorship deal mutually beneficial. Include key elements that should be considered before entering into a sponsorship agreement.

QUESTION 5 (20 Marks)

Outline two financial threats that often challenge the sustainability of sports organizations. Provide detailed strategies that sports managers can apply to minimize these risks and maintain financial stability in a competitive and unpredictable environment.

Total Marks = 100

END OF SECOND EXAMINATION PAPER