



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT

QUALIFICATION: BACHELOR OF SPORT MANAGEMENT	
QUALIFICATION CODE: 7BSMN	LEVEL: 6
COURSE CODE: SFE621S	COURSE NAME: SPORT FACILITIES AND EVENTS MANAGEMENT
SESSION: DECEMBER 2025	PAPER: (PAPER 1)
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Ms. F SITHOLE
MODERATOR:	MR. J. NDUNGAUA

INSTRUCTIONS	
1.	This examination paper consists of 5 questions
2.	Answer FOUR (4) questions ONLY
3.	Start each question on a fresh page
4.	Marks for each question are indicated in brackets at the end of each question
5.	Write clearly, and neatly

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



Question 1

Discuss how modern technology (e.g., smart systems, energy-efficient designs, ticketing apps) is transforming sports facility management. [25 marks]

Question 2

a. Evaluate the economic, social, and cultural impacts of hosting major sports events on local communities. [15 marks]

b. Analyze the role of marketing and media in the success of a sports event. Provide examples. [10 marks]

Question 3

Assume that you are the Chief security advisor for a FIFA World Cup qualifier between the Brave Warriors and the Bafana Bafana game hosted at the Independence Stadium in Windhoek. Discuss the strategies you would use for crowd and crisis management during the game. [25 marks]

Question 4

“Effective communication is the backbone of sport event management.” Discuss this statement with relevant examples. [25 marks]

Question 5

Analyse the process of sport event dissolution. Give relevant examples. [25 marks]

END OF SECOND OPPORTUNITY EXAMINATION

