



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION  
DEPARTMENT OF MARKETING, LOGISTICS AND SPORT MANAGEMENT**

<b>QUALIFICATION : BACHELOR OF SPORTS MANEGEMENT</b>	
<b>QUALIFICATION CODE: 07BSMN</b>	<b>LEVEL: 7</b>
<b>COURSE CODE: PMS621S</b>	<b>COURSE NAME: PROJECT MANAGENT IN SPORT</b>
<b>SESSION: NOVEMBER 2025</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION QUESTION PAPER</b>	
<b>EXAMINER(S)</b>	Mr. S Tjitamunisa
<b>MODERATOR:</b>	Mr. P Haufiku

<b>INSTRUCTIONS</b>
<ul style="list-style-type: none"><li>• PLEASE ANSWERS AL THE QUESTIONS, WRITE NEAT AND TO THE POINT.</li><li>• <b>SECTION A &amp; B:</b> USE TABLES PROVIDED ON PAGE 5 OF THIS QUESTION PAPER. MAKE SURE YOU INSERT THE TABLE INSIDE YOUR ANSWER BOOK</li></ul>

**THIS QUESTION PAPER CONSISTS OF 5 PAGES (including this front page)**

## SECTION A: MULTIPLE CHOICE (15 marks, 2 each)

1. Which of the following best defines **event management**?
  - A) Coordinating only the sporting aspects of an event
  - B) Planning, organising, and executing events systematically
  - C) Selling tickets to spectators
  - D) Hiring sponsors for financial support
2. Which is NOT a stage in the **project lifecycle**?
  - A) Initiation
  - B) Planning
  - C) Execution
  - D) Marketing
3. A **project portfolio** is used to:
  - A) Measure catering services
  - B) Manage multiple projects for competitiveness
  - C) Recruit volunteers
  - D) Develop project Gantt charts
4. A **project proposal** usually contains:
  - A) Objectives, scope, and budget
  - B) Catering menu
  - C) Volunteer clothing styles
  - D) Media coverage plan only
5. At the **strategic level**, projects are designed to:
  - A) Achieve long-term organisational goals
  - B) Manage day-to-day operations
  - C) Handle compliance issues only
  - D) Focus only on logistics
6. **Project sponsors** provide:
  - A) Strategic direction and funding
  - B) Catering and food management
  - C) Entertainment schedules
  - D) Marketing reports only
7. Which tool is commonly used to visualise project schedules?
  - A) Gantt Chart
  - B) SWOT Analysis
  - C) Stakeholder Matrix

- D) Balance Scorecard
8. Project **baseline** refers to:
- A) Initial approved project plan
  - B) Event closure ceremony
  - C) Project cancellation
  - D) Stakeholder conflict resolution
9. **Comparative models** are used in:
- A) Project selection
  - B) Ticket sales
  - C) Catering arrangements
  - D) Transport planning
10. The **iron triangle** of project management includes:
- A) Time, cost, and quality
  - B) Budget, stakeholders, and venue
  - C) Team, technology, and logistics
  - D) Food, entertainment, and media
11. Which is NOT a key stakeholder in sports event management?
- A) Sponsors
  - B) Community members
  - C) Competitors
  - D) Baselines
12. Logistics in events involves:
- A) Transport, catering, and venue management
  - B) Human resource recruitment
  - C) Gantt chart design
  - D) Entertainment only
13. **Revenue generation** in sports events may come from:
- A) Sponsorships
  - B) Broadcasting rights
  - C) Ticket sales
  - D) All of the above
14. Event **protocols** may include:
- A) Dress codes and ceremonial practices
  - B) Volunteer recruitment
  - C) Budgeting
  - D) Ticket pricing
15. Which is NOT part of **event staging**?
- A) Lighting

- B) Crowd control
- C) Entertainment lineup
- D) Financial auditing

## **SECTION B: TRUE / FALSE (10 marks, 2 each)**

1. Event management is only limited to sporting events.
2. The project lifecycle consists of initiation, planning, execution, monitoring, and closure.
3. A project portfolio helps an organisation manage multiple projects for competitiveness.
4. A project proposal is developed after the event has already taken place.
5. Compliance projects are designed to meet legal or regulatory requirements.
6. A project sponsor provides financial and strategic support for a project.
7. A Gantt Chart is used to plan and visualise project timelines.
8. Baseline planning provides a benchmark for measuring project performance.
9. Project selection is irrelevant to organisational strategic objectives.
10. Comparative models help organisations choose between different project alternatives.

## **SECTION C: STRUCTURED QUESTIONS (50 marks)**

1. **Discuss the stages of the event management process and their relevance to sports events.** (10 marks)
2. **Explain project portfolio management in sports and events, and how it contributes to competitiveness.** (10 marks)
3. **Describe the importance of stakeholder and logistics management in successful sports events. Provide examples.** (10 marks)
4. **Analyse the interdependence of time, cost, and budget in sports project management.** (10 marks)
5. **Evaluate methods for assessing the impact of sports events on performance, quality, security, and community engagement.** (10 marks)

**DETACH AND HAND IN WITH YOUR ANSWERSHEET**

Student Name.....

Student no.....

**Multiple Choices (Table A)**

**(15X2) = 30 marks**

	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
<u>1</u>				
<u>2</u>				
<u>3</u>				
<u>4</u>				
<u>5</u>				
<u>6</u>				
<u>7</u>				
<u>8</u>				
<u>9</u>				
<u>10</u>				
<u>11</u>				
<u>12</u>				
<u>13</u>				
<u>14</u>				
<u>15</u>				

**True or False (Table B)**

**(10X2) = 20 marks**

	<u>True</u>	<u>False</u>
<u>1</u>		
<u>2</u>		
<u>3</u>		
<u>4</u>		
<u>5</u>		
<u>6</u>		
<u>7</u>		
<u>8</u>		
<u>9</u>		
<u>10</u>		