



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION

DEPARTMENT OF MARKETING, LOGISTIC & SPORT MANAGEMENT

QUALIFICATION : BACHELOR OF SPORT MARKETING	
QUALIFICATION CODE: 07BSMN	LEVEL: 6
COURSE CODE: SSC621S	COURSE NAME: SPORT SOCIOLOGY
SESSION: NOVEMBER 2022	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR:	Ms. Fortunate Sithole

<p style="text-align: center;">INSTRUCTIONS</p> <ol style="list-style-type: none">1. Answer all questions.2. Read all the questions carefully before answering.3. Marks for each question are indicated at the end of each question.4. This paper consists of four (3) sections, namely section A, B, & C.5. Please ensure that your writing is legible, neat, and presentable.6. For section A, & B, use the table provided on page 5 to indicate the correct answer, detach it and insert it in the exam book. Write your name and student number.
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THIS QUESTION PAPER CONSISTS OF 5 PAGES (Including this front page)

Section A
True & False

Question 1

(10 marks)

1. Sociologist John Goldlust has suggested that the coming together of sport and television was a "match made in heaven."
2. Television has contributed immensely to how, when & where sport is played.
3. Rationalization, Equality, and Specialization are some of the characteristics that distinguish sport as a social institution.
4. Sport & society are two worlds apart.
5. Direct competition is when athletes take turns at the same skill.
6. Competition against a standard is when individuals and/or teams compete against each other and against a preset standard.
7. It's not monetary profit that has driven many of these changes, but the popularity of sport memorabilia and the media has enabled many more people to make a living from sports.
8. Sport shouldn't be seen social construct
9. The media is not always asking critical questions about sports that are asked by the sociology of sport.
10. The social world refers to a way of life and an associated mindset that revolves around a particular sport and the people associated with it.

Section B

Question 2

(10 marks)

Multiple Choice

- 2.1. A Sociologist
- a. Study behaviour in terms of attributes & processes that exist inside individuals
 - b. Study behaviour in terms of the social conditions and cultural context in which people live their lives
 - c. A person qualified to treat diseases, injuries or deformity by physical methods such as massages, heat treatment & exercise
 - d. A person who is studying or has expert knowledge of one or more of the natural or physical sciences
 - e. A person that studies animals and their behaviour along with the role each animal plays in its environment
- 2.2. Social learning occurs as people internalize the rules of society as they:
- a. Grow up in their families
 - b. Attend school
 - c. Interact with peers
 - d. All of the above
 - e. None of the above
- 2.3. Sport is a social phenomena that
- a. Provides a window into culture & society

- b. Has little to no relation to the social & cultural context in which we live
- c. Has no significant contribution to society
- d. All of the above
- e. None of the above

2.4. To understand how/why people associate with sport you need:

- a. To understand individuals (psychology)
- b. To understand the social context in which behaviour occurs (sociology)
- c. To understand group context (social psychology)
- d. A & C
- e. All of the above

2.5. As explained in class and in the video on your e-learning, what exactly does the difference between the US Open and Wimbledon tell us?

- a. To understand different classes
- b. To see the difference in the two respective cultures
- c. To understand power
- d. To understand society
- e. B & D

2.6. If we promote equity, what can we eliminate from sports?

- a. Corruption
- b. Exploitation
- c. Ageism
- d. A & B
- e. All of the above

2.7. Which American law protects women in sports?

- a. Title XI
- b. Title IX
- c. Title IV
- d. Title LX
- e. Title X

2.8. When it comes to MASS-MEDIA the Functionalist Perspective believes that:

- a. People need to know what is going on around them to be productive in society.
- b. Media convinces people to accept the existing power structure.
- c. Mass media shape everyday social interactions. Many people plan events around media.
- d. All of the above
- e. None of the above

2.9. Deciding to play sport depends on:

- a. Sport connections with other interest & goals
- b. Desires to develop & display competence
- c. Social support and access to resources
- d. A & C
- e. All of the above

2.10. Power & Performance Sports is more on the:

- a. Use of power to push limits in pursuit of victory
- b. Ethics of expression, enjoyment, concern, & health
- c. Body = source of pleasure
- d. A & C
- e. B & C

Section C

Question 3	(60 marks)
3.1 What is your understanding of Sport Equity?	(4 marks)
3.2 Define fair play	(4 marks)
3.3 Illustrate fair play as respect	(6 marks)
3.4 List the things that high ethical standards would eliminate	(8 marks)
3.5 From an ethical point of view discuss the "black Sox Scandal"	(8 marks)
3.6 a) Name & discuss any three (3) of the five (5) major Social Theories that are used to study Sports in society. b) Explain how each of these theories is used to take social actions and c) list each of their weaknesses.	(30 marks)

Section A
answer the following questions
TRUE or FALSE

Question 1.

	TRUE	FALSE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

(5 Marks)

Section B
answer the following questions
Multiple Choice Questions

Question 2.

	A	B	C	D	E
2.1					
2.2					
2.3					
2.4					
2.5					
2.6					
2.7					
2.8					
2.9					
2.10					