



PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

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

QUALIFICATION : BACHELOR OF SPORTS MANEGEMENT	
QUALIFICATION CODE: 07BSMN	LEVEL: 6
COURSE CODE: PMS621S	COURSE NAME: PROJECT MANAGENT IN SPORT
SESSION: DECEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	Mr. S Tjitamunisa
MODERATOR:	Mr. P Haufiku

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

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

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

1. Event management can best be described as:
 - A) Ticket sales and sponsorships only
 - B) Coordinating logistics, planning, and implementation of events
 - C) Marketing and advertising only
 - D) Hiring volunteers only

2. Which is NOT part of the **project lifecycle**?
 - A) Execution
 - B) Closure
 - C) Planning
 - D) Sponsorship contracts

3. Project portfolio management is important because it:
 - A) Reduces catering costs
 - B) Helps balance multiple projects for competitiveness
 - C) Focuses only on financial audits
 - D) Eliminates the need for sponsorships

4. A project/event proposal usually includes:
 - A) Objectives, deliverables, and budget
 - B) Volunteer uniforms
 - C) Social media hashtags
 - D) Media press coverage only

5. At the operational level, projects are designed to:
 - A) Support long-term strategies
 - B) Meet day-to-day goals and functions
 - C) Handle legal compliance
 - D) Market products to tourists

6. A project sponsor is responsible for:
 - A) Providing financial and resource backing
 - B) Designing entertainment programs
 - C) Coordinating catering
 - D) Selling tickets

7. Which tool is widely used to monitor project schedules?
 - A) PESTLE Analysis
 - B) Gantt Chart
 - C) Marketing Plan
 - D) Revenue Chart

8. A project baseline is defined as:
 - A) The approved project plan for measurement

- B) Venue decorations
 - C) Project termination
 - D) Catering services
9. Comparative models are used in:
- A) Project selection
 - B) Catering logistics
 - C) Crowd control
 - D) Volunteer training
10. Which is NOT in the project management iron triangle?
- A) Cost
 - B) Time
 - C) Scope/Quality
 - D) Entertainment
11. Stakeholder management in sports events includes:
- A) Sponsors, community, government, media
 - B) Catering only
 - C) Security guards only
 - D) Team uniforms
12. Event logistics include:
- A) Transport, venue, catering
 - B) Volunteer scheduling
 - C) Gantt chart preparation
 - D) Community surveys
13. Which is NOT a revenue source for sports events?
- A) Sponsorships
 - B) Merchandise
 - C) Broadcasting rights
 - D) Volunteer recruitment fees
14. Protocols in event management cover:
- A) Catering menus
 - B) Dress codes and formal procedures
 - C) Volunteer recruitment
 - D) Media logistics
15. Event staging involves:
- A) Planning entertainment flow, lighting, and sound
 - B) Volunteer training
 - C) Ticket distribution
 - D) Catering supply

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

1. The event management industry covers sports, tourism, and community events.
2. A project portfolio only contains one major project at a time.
3. Project proposals help outline the objectives, scope, and resources of an event.
4. The project lifecycle always excludes closure.
5. Compliance projects are essential for meeting laws and regulations.
6. Project sponsorship involves providing financial or resource support.
7. Gantt charts are used to manage event ticket sales.
8. Baselines act as a reference point for performance measurement.
9. Comparative models assist in deciding which project to select.
10. Keeping to an event's course of action requires coordination and monitoring.

SECTION C: STRUCTURED QUESTIONS (50 marks)

1. **Discuss the role of project/event proposals in sports event management, highlighting key elements.** (10 marks)
2. **Explain how the project planning process and lifecycle apply to organising a major sporting event.** (10 marks)
3. **Evaluate the importance of sponsorship and revenue generation in sports event management.** (10 marks)
4. **Analyse how leadership and volunteer management contribute to successful event execution.** (10 marks)
5. **Assess the effectiveness of event impact evaluation in terms of quality, security, revenue, 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>		