



**NAMIBIA 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: 07BSMN	LEVEL: 6
COURSE CODE: SSC621S	COURSE NAME: SPORT SOCIOLOGY
SESSION: NOVEMBER 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	MR. JOHN-GRAFFT NDUNGAUA
MODERATOR:	MS. F. SITHOLE

INSTRUCTIONS
<ol style="list-style-type: none">1. This examination paper consists of 5 questions2. Answer FOUR (4) questions ONLY3. Start each question on a fresh page4. Marks for each question are indicated in brackets at the end of each question5. Write clearly, and neatly

THIS QUESTION PAPER CONSISTS OF 3 PAGES (including this front page)

Question 1

"Sport is a mirror of society, reflecting its deepest values and most pressing conflicts." Discuss this statement by explaining how **THREE** of the following social problems are manifested and addressed within the world of sport:

- Violence
- Gambling
- Eating Disorders
- Gender Inequality

[25 marks]

Question 2

A nation's macro-environment creates both opportunities and constraints for its sport sector. Compare and contrast how **TWO** of the following macro-environmental factors can shape the development and nature of sport in a country:

- Political and Legal Systems
- Economic Conditions
- Cultural and Religious Norms

[25 marks]

Question 3

The relationship between sport and religion is complex and multifaceted. Discuss the various ways in which sport and religion intersect in contemporary society, moving beyond simple comparison to explore both their synergies and their points of conflict.

[25 marks]

Question 4

Identify and discuss **THREE** significant contemporary issues currently facing global sport. For each issue, explain its sociological significance and propose a potential solution or strategy for its management.

[25 marks]

Question 5

Traditional sporting ethos has long been built upon a foundation of values like amateurism, fair play, and "sport for sport's sake." However, the 21st-century landscape is increasingly dominated by a new value system centred on commercialism, data-driven performance, and social activism.

Analyse this clash of traditional and emerging social values in modern sport. In your answer, you should:

1. Identify and explain TWO core traditional values that are being challenged.
2. Identify and explain TWO significant emerging values that are challenging them.
3. Discuss the societal forces driving this shift in values.
4. Evaluate the consequences of this clash for one of the following: the athlete, the fan, or the sports organisation.

[25 marks]

END OF FIRST OPPORTUNITY EXAMINATION MEMORANDUM