



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment - I - (September 2021)
III Semester

Class : II BPEd
Branch : Physical Education

Time : 2 Hours
Max. Marks : 60

18BPDC18 – Sports Management (Self study)

Course Outcomes:

CO1: 1. Know sports management and employ principles of strategic planning, and financial and human resource management.

CO2: Assess marketing needs and formulate short term and long-term solutions.

CO3: Develop critical thinking in analysing sport management issues and in managerial planning and decision making.

CO4: Demonstrate information literacy and communication skills.

CO5: Conceive, plan, execute, and evaluate a sports event.

Part A

6 x 1 = 6

Choose the Correct Answer

1. Find out the non-essential skills of Sports Management CO1K2
 - a. Creativity
 - b. flexibility
 - c. time management
 - d. Security
2. The three disciplines Integrated Marketing Communications combines are CO2K3
 - a. advertising, communications, retailing
 - b. advertising, marketing, public relations
 - c. public relations, retailing, advertising
 - d. marketing, communications, management
3. The initial collegiate athletic contests were CO3K2
 - a. organized by coaches of the teams
 - b. organized by athletic directors at schools
 - c. organized by the athletic conferences at the time
 - d. student-run events
4. A sport management/marketing agency is defined as: CO1K3
 - a. a business that represents the legal and marketing interests of athletes
 - b. a business that runs sports events only
 - c. a business that acts on behalf of athletes only
 - d. a business that acts on behalf of sport teams only
5. What are the key characteristics of transactional leaders? CO4K2
 - a. Guiding, mentoring and motivating
 - b. Guiding, commanding and motivating
 - c. Guiding, demonstrating and motivating
 - d. Guiding, mentoring and demonstrating
6. Sports management is the subject to CO2K3
 - a. Managing the sports
 - b. getting things done by others
 - c. managing the athletes
 - d. Managing the players

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

3 x 6 = 18

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| 7.a. Briefly explain the steps involved in preparation of administrative leader | CO1K3 |
| or | |
| 7.b. Elucidate the scope of sports management in India | CO2K2 |
| 8.a. Enumerate the qualities of leader | CO2K4 |
| or | |
| 8.b. List out the qualities and competencies required for the Sports Manager | CO3K1 |
| 9.a. Write the Qualities of administrative leader | |
| or | |
| 9.b. How to prepare an administrative leader? | CO2K3 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

3 x 12 = 36

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| 10.a. Explain the forms of leadership with suitable examples | CO2K3 |
| Or | |
| 10.b. Event Management in physical Education and sports | CO1K2 |
| 11.a. Explain Leadership and Organizational performance | |
| Or | |
| 11.b. Write about Leadership style and method? | CO4K3 |
| 12.a. Explain the skills of a good leader | |
| Or | |
| 12.b. Explain Qualities Sports Event Manager | CO1K3 |
