



Muniruk.

**Avinashilingam Institute for Home Science and Higher Education for Women**  
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD  
Re-accredited with 'A++' Grade by NAAC.CGPA 3.65/4, Category I by UGC  
Coimbatore-641 043, Tamil Nadu, India

**Continuous Internal Assessment III - November 2023**

**Class : II BPEd**

**Time : 3 hrs**

**Major : Physical Education**

**Max. Marks : 100**

**21BPDC18 – Sports Management (Self Study)**

**Course Outcomes:**

1. Know sports management and employ principles of strategic planning, and financial and human resource management.
2. Assess marketing needs and formulate short term and long term solutions.
3. Develop critical thinking in analyzing sport management issues and in managerial planning and decisionmaking.
4. Demonstrate information literacy and communication skills.
5. Conceive, plan, execute, and evaluate a sports event.

**Part – A**

**10 x 1 = 10**

**Choose the Correct Answer**

1. In what ways can a sports team or organization generate revenue? CO1K2
  - a. Ticket sales, merchandise, sponsorships, and television rights.
  - b. Only through ticket sales
  - c. Only through merchandise sales
  - d. Only through sponsorships
  
2. What is the main role of a sports broadcast manager? CO2K1
  - a. To manage and produce the team's television and radio broadcasts
  - b. To negotiate contracts and endorsements for the team or league
  - c. To provide performance analysis for the team
  - d. To develop training programs for the athletes
  
3. Getting things done by the people CO3K2
  - a. Administration
  - b. Organisation
  - c. Management
  - d. Sports management
  
4. What is the main role of a sports event manager? CO3K4
  - a. To plan and organize events such as games and tournaments
  - b. To negotiate contracts and endorsements for the team or league
  - c. To provide performance analysis for the team
  - d. To develop training programs for the athletes
  
5. Which of the following is against the principles of organization CO4K2
  - a. Proper decentralization
  - b. Proper communication
  - c. Overlapping of authority
  - d. Delegation of power
  
6. What is the primary function of a sports agent? CO1K3
  - a. To negotiate contracts and endorsement deals for athletes.
  - b. To train and develop athletes
  - c. To manage the finances of an athlete or team
  - d. To market and promote a team or league
  
7. A leader must possess the following except CO3K2

- |                                                                         |                         |       |
|-------------------------------------------------------------------------|-------------------------|-------|
| a. Missionary zeal                                                      | b. Commitment           |       |
| c. Persuasiveness                                                       | d. selfishness          |       |
| 8. Which of the following is the prime objective of planning in sports? |                         | CO5K2 |
| a. Entertainment                                                        | b. For physical fitness |       |
| b. Development of oneness                                               | d. All the above        |       |
| 9. Funds for the sports programme can be collected through              |                         | CO4K3 |
| a. Alumni association                                                   | b. Donation/Gifts       |       |
| c. Funds from public sector                                             | d. All the above        |       |
| 10. The last link of the sports management chain is                     |                         | CO2K1 |
| a. Control and evaluation                                               | b. Finance and budget   |       |
| c. Public relations                                                     | d. None of the above    |       |

**Part – B**

**5x6=30**

**Answer the following**

**Answer should not exceed 600 words or two pages**

- |                                                                         |  |       |
|-------------------------------------------------------------------------|--|-------|
| 11.a. Write the new concepts of Sports management.                      |  | CO1K2 |
| (Or)                                                                    |  |       |
| 11.b. What are the elements of leadership and explain?                  |  |       |
| 12.a. What are the factors influencing for planning?                    |  | CO2K1 |
| (Or)                                                                    |  |       |
| 12.b. Explain about the developing performance standard in schools?     |  |       |
| 13.a. Write about the role of media in sports.                          |  | CO3K3 |
| (Or)                                                                    |  |       |
| 13.b. Explain the principles of Budgeting.                              |  |       |
| 14. a. Write about the qualities of administrative leader.              |  | CO4K2 |
| (Or)                                                                    |  |       |
| 14.b. Write the role of physical education teacher in sports management |  |       |
| 15.a. Write the importance of Budget.                                   |  | CO2K2 |
| (Or)                                                                    |  |       |
| 15.b. Write about the criteria for good budgeting.                      |  |       |

**Part – C**

**5 x 12=60**

**Answer the following**

**Answer should not exceed 800 words or four pages**

- |                                                                                 |  |       |
|---------------------------------------------------------------------------------|--|-------|
| 16.a. Enumerate meaning, definition and purpose and scope of Sports management. |  | CO3K2 |
| (Or)                                                                            |  |       |
| b. Write about the event management in physical education and sports.           |  |       |
| 17.a. Enumerate the different types of leadership .                             |  | CO1K1 |
| (Or)                                                                            |  |       |
| b. Explain briefly about the leadership and organisational performance.         |  |       |
| 18. a. Explain how to plan a college sports programme.                          |  | CO2K1 |
| (or)                                                                            |  |       |
| b. Elucidate the developing performance standard in schools.                    |  |       |
| 19. a. Discuss the facility management in Stadium.                              |  | CO3K2 |
| (or)                                                                            |  |       |
| b. Discuss the Sports agencies and career opportunities in sports.              |  |       |
| 20.a. Describe about the reward and punishment system in sports field.          |  | CO2K2 |
| (or)                                                                            |  |       |
| b. Explain in detail about the steps of budget making.                          |  |       |