



Gambatti

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 (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India
Continuous Internal Assessment Test II – March 2026
IV Semester

Class :II BSc

Time: 2 hours

Major : Physical Education

Maximum Marks: 60

23BPEC14-Sports Management

Course Outcomes:

1. Understanding of the theoretical concept of sports management.
2. Understanding of the practical & theoretical implications of financial planning and personnel management
3. Develop the competencies and skill of sport manager
4. Apply the Knowledge of sport event management and their Evaluation process.
5. Conceive, plan, execute, and evaluate a sports event.

Part - A

6 x 1 = 6

Choose the Correct Answer

1. Which media platform is currently best for instant sports updates? **CO3K2**
(a) Newspaper (b) Social media (c) Magazines (d) Radio
2. In media studies, "convergence" refers to the coming together of which technologies? **CO2K3**
(a) Radio and Television (b) Computer, telephone, and mass media technologies
(c) Newspaper and Magazines (d) Social media and Print
3. What is the primary purpose of investing in sports broadcasting technology? **CO3K2**
(a) To reduce the number of players (b) To increase ticket prices
(c) To enhance fan consumption across digital and TV platforms (d) To replace live matches
4. What is a common negative effect of sports media? **CO1K5**
(a) Increases physical activity (b) Promotes violence
(c) Reduces health awareness (d) Decreases stadium attendance
5. Economies of scale" in media management helps companies to: **CO2K1**
(a) Reduce staff salaries (b) Make many copies of a product (content)
(c) Increase the cost of production (d) Avoid advertising
6. What does "Media Literacy" mean in sports broadcasting? **CO1K3**
(a) The ability to play sports (b) The ability to understand and use media
(c) The ability to sell tickets (d) The ability to coach a team

Part - B

3 x 6 = 18

Each answer should not exceed 400 words or two pages

- 7.(a)Meaning of Sports Agencies **CO3K2**
(or)
- 7.(b)Explain about carrier opportunities in the field of sports **CO2K3**
8. (a) explain about media relation and recreation area **CO1K3**
(or)
8. (b)Enumerate the factors affecting the planning and directing **CO5K4**
9. (a)Explain about sports law and sports business **CO4K3**
(or)
9. (b)Explain the spectator's management and how to handle the spectators **CO3K3**

Part - C

3 x 12 = 36

Each answer should not exceed 800 words or four pages

- 10.(a)Enumerate the planning management in physical education and sports **CO2K3**
(or)
10. (b)Explain about essential skill of sports management- **CO3K3**
11. (a)Illustrate the facility management in various game of sports **CO4K4**
(or)
11. (b)Explain about Sports broadcasting **CO4K3**
- 12.(a)Explain the sports day planning of sports management **CO1 K4**
(or)
- 12.(b)Describe developing performance standard in sports management **CO2K3**

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