

Class : II BPEd

Major : Physical Education

Max Marks: 30

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

Answer all the questions

6X 1 = 6

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 any two questions and it should not exceed 400 words

2 X 6 = 12

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| 7. | Briefly explain the steps involved in preparation of administrative leader | CO1K3 |
| 8. | Elucidate the scope of sports management in India | CO2K2 |
| 9. | Enumerate the qualities of leader | CO2K4 |
| 10. | List out the qualities and competencies required for the Sports Manager | CO3K1 |

Part – C

Answer any one and it should not exceed 800 words

1 X 12 = 12

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| 11 | Explain the forms of leadership with suitable examples | CO2K3 |
| 12 | Event Management in physical Education and sports | CO1K2 |