



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BSM/SEM-5/BSM-504/2009-10**

**2009**

**FUNDING IN SPORTS**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :

$$10 \propto 1 = 10$$

- i) When a tournaments is named after a brand the brand becomes a
  - a) official sponsor
  - b) co-sponsor
  - c) both (a) and (b)
  - d) none of these.
- ii) The right to telecast a program is known as
  - a) broadcast rights
  - b) patent rights
  - c) both (a) and (b)
  - d) none of these.
- iii) AVIVA Insurance is endorsed by
  - a) Mahendra Singh Dhoni
  - b) Ishant Sharma
  - c) Schin Tendulkar
  - d) None of these.



- iv) Endorsement increases the
  - a) brand value
  - b) price
  - c) both (a) and (b)
  - d) none of these.
- v) Advertisers pay the media providers
  - a) add slot fees
  - b) right slot fees
  - c) broadcast fees
  - d) none of these.
- vi) The national football league is sponsored by
  - a) ONGC
  - b) GAIL
  - c) both (a) and (b)
  - d) none of these.
- vii) Brand ambassadors try to raise the image of the brand, which is known as
  - a) goodwill
  - b) true value
  - c) fail value
  - d) intrinsic value.
- viii) An interesting theory in the realm of advertisement, which determines the profitability of the firm is
  - a) game theory
  - b) hierarchy theory
  - c) both (a) and (b)
  - d) none of these.
- ix) The public service broadcaster of the country is called the
  - a) Parasar bharati
  - b) Samprachar bharati
  - c) Rashtra bharati
  - d) None of these.
- x) Revenue earned from sale of ticket is called
  - a) gate money
  - b) black money
  - c) white money
  - d) transfer money.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.

3 × 5 = 15

2. What are broadcasting rights ?
3. Why are media providers regarded as second most important sources of fund in sports ?
4. How does the transfer of money takes place from media broadcasters to advertisers in sports ? Explain.
5. "Sports cannot run successfully without sponsorship". Discuss.
6. How will you raise funds for organising inter-college cricket tournament ?

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.

3 × 15 = 45

7.
  - a) What are the different types of costs involved in sports ?
  - b) What is gate money ? Explain its importance in sports ?
8.
  - a) What are the rights enjoyed by the title sponsors ?
  - b) What are the differences between associate and co-sponsors in an event ?

CS/BSM/SEM-5/BSM-504/2009-10



9. a) How can an endorsement increase the price of a product ?
- b) Mention some of the contents of a sponsorship information package.
10. a) What is game theory in advertisement ?
- b) State some of the effects of sponsorship.
11. a) Mention at least two brands endorsed by following sports celebrities :
- i) Sachin Tendulkar
  - ii) Mahendra Singh Dhoni
  - iii) Abhinabh Brinda
  - iv) Sania Mirza
  - v) Sourav Ganguly.
- b) Why do companies use sports celebrity for brand endorsement ?

10 + 5

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