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| 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:

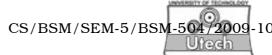
 $10 \propto 1 = 10$

- 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.

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| | | | | Uiegh_\ | |
|-------|--|-------------------------|---------|-------------------------------------|--|
| iv) | End | orsement increases the | | 4 | |
| | a) | brand value | b) | price Annual (Vennessey and tradeof | |
| | 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 leaque 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 bran | | | | |
| | whi | ch is known as | | | |
| | a) | goodwill | b) | true value | |
| | c) | fail value | d) | intrinsic value. | |
| viii) | An | interesting theory in | the 1 | ealm 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 broadca | aster | of the country is called | |
| | the | | | | |
| | a) | Parasar bharati | b) | Samprachar bharati | |
| | c) | Rashtra bharati | d) | None of these. | |
| x) | Rev | enue earned from sale o | of tick | cet 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.

 $3 \times 5 = 15$

- 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.

- $3 \propto 15 = 45$
- 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 ?

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- 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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