



Name :

Roll No. :

Invigilator's Signature :

CS/BSM (NEW)/SEM-5/BSM-503/2010-11

2010-11

MANAGING AND PROMOTING SPORTS EVENTS

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

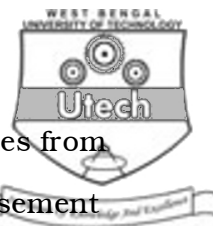
*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

- i) The first step in managing an event is
 - a) planning
 - b) coordinating
 - c) controlling
 - d) organising.
- ii) A person who manages events is known as an
 - a) event manager
 - b) promoter
 - c) facility manager
 - d) general manager.
- iii) One must consider various factors while planning for an event which are
 - a) endogenous
 - b) exogenous
 - c) both (a) & (b)
 - d) none of these.
- iv) The biggest sports event is undoubtedly the
 - a) Olympics
 - b) Football World Cup
 - c) Cricket World Cup
 - d) Asian games.
- v) The Asian games was held in which country in 2010 ?
 - a) India
 - b) South Korea
 - c) China
 - d) None of these.



- vi) The main source of money in sports comes from
- a) broadcasting b) advertisement
- c) sponsorship d) endorsement.
- vii) The French Open is organised at
- a) Flushing meadow b) Rolland garros
- c) Wimbledon d) Manchester city.
- viii) Which team won the Federation Cup in 2010 ?
- a) Dempo sports club b) Chirag United
- c) Mohun Bagan d) East Bengal.
- ix) The choosing of a venue for an event is done through
- a) survey
- b) past record and experience
- c) both (a) & (b)
- d) none of these.
- x) The sponsorship proposal must be followed by a letter called
- a) letter of introduction b) covering letter
- c) both (a) & (b) d) none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the job opportunities available in the field of sports management ?
3. State the names of at least five renowned sports management companies ?



4. Mention the hierarchy structure of any one of the following governing bodies :
 - a) BCCI
 - b) AIFF.
5. “Media can make or break the image of a sports event” – share your views.
6. Mention the five important points you learned from the recently concluded Commonwealth Games that will help you to organize a sports event in future.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What are the functions and qualities of an event manager that makes him a competent one ?
8. What is the role of media and advertisement in the field of sports management ?
9. What is the role of IMC in promoting sports events ?
10. Write a note on the present position of event management industry in the world job market.
11. Explain in detail the steps and activities you will perform to successfully organize the next edition of the I-League (Football).

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