Name :	
Roll No. :	The Philosophia (St. Kinney Gridger, Stade Schilleren)
Invigilator's Signature :	

# CS/BSM(N)/SEM-5/BSM-505/2011-12 2011

# **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 )

following
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 $10 \times 1 = 10$ 

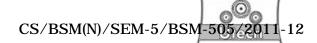
- i) Who is the brand endorser of Toshiba?
  - a) MS Dhoni
- b) Yuvraj Singh
- c) Sachin Tendulkar
- d) None of them.
- ii) What is the new name of the Indian Arrows team?
  - a) Blue Arrows
- b) Chirag Arrows
- c) Pailan Arrows
- d) IFA Arrows.

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iii)	Who is the coach of Salgancar football team?				
	a)	Armando Colaco	b)	David Booth	
	c)	Derek Perera	d)	Karim Bencherifa.	
iv)		advertiser pays mon wn as	ey t	o the media providers	
	a)	gate money			
	b)	deposit money			
	c) advertisement tariff				
	d)	slot fees.			
v)	The media providers often lose money even aft winning the broadcast right and the phenomenon known as				
	a)	winners curse	<b>b</b> )	losers curse	
	c)	both (a) and (b)	d)	none of these.	
vi)	The ICL was the pillar or the model of				
	a)	IPL	b)	NFL	
	c)	IHL	d)	none of these.	
vii)	The remuneration pyramid structure explains the				
	a)	players payment	b)	players assets	
	c)	both (a) and (b)	d)	none of these.	

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- viii) When a player promotes a brand for money he
  - a) endorses the brand
- b) sponsors the brand
- c) both (a) and (b)
- d) none of these.
- ix) Brand ambassadors try to raise the image of the brand, which is known as
  - a) goodwill
- b) true value
- c) fair value
- d) intrinsic value.
- x) Which celebrity is endorsing Pearl toothpaste?
  - a) MS Dhoni
- b) Gautam Gambhir
- c) Harbhajan Singh
- d) None of them.

#### **GROUP - B**

#### (Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$ 

- 2. Mention some of the rights enjoyed by the associate sponsor.
- 3. What do you understand by broadcasting?
- 4. What do you mean by brand exclusivity rights in sponsorship?
- 5. What is meant by tax evasion?
- 6. Mention the names of 5 leading sports and event management companies in India. Highlight the events they have organized.

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#### **GROUP - C**

### (Long Answer Type Questions)

Answer any three of the following.

 $3 \times 15 = 45$ 

- 7. Why sports needs to be funded? Explain the role of fund in sports management. 7 + 8
- 8. a) Draw the differences in terms of milages gained through sponsorship by a co-sponsor and an associate sponsor.
  - b) What are the basic sources of funds available to a club for its day to day activity? 10 + 5
- 9. How to get sponsors for
  - a) Table tennis
  - b) Badminton
  - c) Boxing?

5 + 5 + 5

Develop a detail proposal for the above mentioned games.

- 10. What do you mean by the term 'Game theory' in advertisement? If you were asked to prepare a budget for an interuniversity college football tournament, what would be the nature of expenses? Explain in detail.
- 11. "Professional sports cannot survive without sponsorship."

  Justify.

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