



Name :

Roll No. :

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)

1. Choose the correct alternatives for the following :

10 × 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. |



- iii) Who is the coach of Salgancar football team ?
- a) Armando Colaco b) David Booth
- c) Derek Perera d) Karim Bencherifa.
- iv) The advertiser pays money to the media providers known as
- a) gate money
- b) deposit money
- c) advertisement tariff
- d) slot fees.
- v) The media providers often lose money even after winning the broadcast right and the phenomenon is known as
- a) winners curse 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.



- 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.



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.