



Name :

Roll No. :

Invigilator's Signature :

CS / BSM / SEM-5 / BSM-505 / 2012-13

2012

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 of the following : $10 \times 1 = 10$

i) The most important source of fund in sports is the

- a) Broadcaster
- b) advertiser
- c) media provider
- d) supplier.

ii) The money obtained by sale of tickets is called

- a) gate money
- b) speed money
- c) token money
- d) white money.

iii) The media providers pay money to the

- a) league owners
- b) suppliers
- c) both (a) and (b)
- d) none of these.



- 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 loses 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.

- GROUP – B**

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

2. Explain the game theory in advertisement.
3. Explain the phenomenon of winners curse in short.
4. What do you mean by brand exclusivity rights in sponsorship ?
5. What is meant by endorsement ?



GROUP – C

(Long Answer Type Questions)

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

6. Write a sponsorship proposal to a Pvt. Ltd. Company to sponsor a double wicket indoor cricket league between different corporates.
7.
 - a) Draw the differences in term of milages gained through sponsorship by a co-sponsor and an associate sponsor.
 - b) What do you mean by the term the ASHES in cricket ?
8. Mention the different sources of fund available for sports and discuss each one of them in detail.
9. How does a private club raise money to run its day to day business ? How are the members in that club nominated ?

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