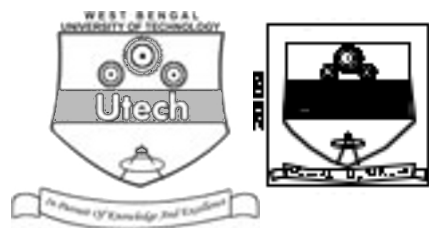


## SPORTS MEDIA AND EVENT MANAGEMENT ( SEMESTER - 6 )

CS/BSM/SEM-6/BSM-602/09



1. ....  
Signature of Invigilator

2. ....  
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the  
Candidate

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CS/BSM/SEM-6/BSM-602/09

ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009

SPORTS MEDIA AND EVENT MANAGEMENT ( SEMESTER - 6 )

Time : 3 Hours ]

[ Full Marks : 70

### INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.  
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

**No additional sheets are to be used and no loose paper will be provided**

### FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A								Group – B				Group – C				Total Marks	Examiner's Signature
Question Number																		
Marks Obtained																		

.....  
Head-Examiner / Co-Ordinator / Scrutineer

6704 (05/06)



**DO NOT WRITE ON THIS PAGE**



**ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009**  
**SPORTS MEDIA AND EVENT MANAGEMENT**  
**SEMESTER – 6**



Time : 3 Hours ]

[ Full Marks : 70

**GROUP – A**  
**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for *the* following : 10 × 1 = 10

i) Centre court is a program produced by

- |               |                |
|---------------|----------------|
| a) ZEE Sports | b) STAR Sports |
| c) NEO Sports | d) ESPN.       |

ii) Football crazy is a news bulletin aired by

- |               |                |
|---------------|----------------|
| a) Sony TV    | b) STAR Sports |
| c) TEN Sports | d) ESPN.       |

iii) TEN sports means

- |                             |                             |
|-----------------------------|-----------------------------|
| a) Taj Television Network   | b) Toy Television Network   |
| c) Total Television Network | d) Team Television Network. |

iv) Sportstar is a magazine published by

- |                |              |
|----------------|--------------|
| a) Hindu group | b) ABP group |
| c) Times group | d) HT group. |

v) DD sports was launched in the year of

- |         |          |
|---------|----------|
| a) 1999 | b) 2000  |
| c) 2001 | d) 1998. |



vi) ESPN was founded by

a) Kerry Packer

b) Bill Rasmussen

c) Pat Rasmussen

d) none of them.




vii) Owner of NEO sports is

a) STAR group

b) CNN

c) Sun group

d) Nimbus group.

viii) ESPN STAR Sports covers

a) 24 countries

b) 36 countries

c) 12 countries

d) 46 countries.

ix) "Khel at 11" is telecasted on which channel ?

a) 24 Ghanta

b) Star Ananda

c) Akash Bangla

d) none of these.

x) The official media channel of AIFF for the NFL matches is

a) STAR Sports

b) NEO sports

c) ZEE sports

d) none of these.

### GROUP – B

#### ( Short Answer Type Questions )

Answer any *three* of the following questions.

3 × 5 = 15

2. Discuss about two sports program produced by ZEE Sports.
3. Write a short note on Neo Sports.
4. 'Comment on SET Max's coverage of IPL.'
5. Evaluate the negotiating & creative skill of an event manager.
6. According to you what should be the body language of a sports reporter.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following questions.



3 × 15 = 45

7. What is event management ? Define all the C's of event management.
8. Comment on one English and one Bengali sports anchor/reporter who attracts you in terms of his/her analysis, presentation, body language etc.
9. Think you are assigned to take the interview of Sachin Tendulkar. How do you prepare yourself and take the interview ?
10. What are the basic qualities needed to be an event manager ?
11. How will you distinguish between government event and corporate event ?

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END