

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.

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) An interesting theory in the realm of advertisement which determines the profitability of the firm

- a) game theory
- b) hierarchy theory
- c) both (a) and (b)
- d) none of these.

GROUP – B

(Short Answer Type Questions)

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 ?