

**CS/BSM/SEM-6/BSM-603/2013**

**2013**

**MANAGING SPORTS ORGANISATIONS**

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 :  $10 \times 1 = 10$

- i) The oldest cricket club in the world is
  - a) MCC b) MCG
  - c) Calcutta Cricket Club d) None of these.
- ii) The first Olympic was staged in
  - a) Athens b) Barcelona
  - c) London d) Paris.
- iii) The stadiums in India lack
  - a) basic infrastructure b) space
  - c) matches d) spectators.
- iv) The sports organizations in our country need
  - a) professional outlook b) political outlook
  - c) holistic approach d) democratic outlook.
- v) The horizontal differentiation of activities in various segments is called
  - a) departmentalization b) compartmentalization
  - c) both (a) and (b) d) none of these.
- vi) The barriers to the growth of West Indies cricket is
  - a) lack of interest b) lack of infrastructure

- c) both (a) and (b) d) none of these.
- vii) The new stadium under Vidarva Cricket Association is at
- a) Jamtha b) Kolhapore  
c) Sholapore d) Kulti.
- viii) The President of AIFF is
- a) Praful Patel b) Subrata Dutta  
c) Alberto Colaco d) None of them.
- ix) The Bundesliga is associated with
- a) Germany b) Italy  
c) England d) Spain.
- x) Who is known as the father of modern cricket ?
- a) W. G. Grace b) Barry Richard  
c) Don Bradman d) None of them.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any three of the following.

$3 \times 5 = 15$

2. Why is the Ashes series so called ?
3. What is strategy formulation ?
4. What is a gang plank ?
5. What is the role of a sports manager ?

**GROUP – C**

**( Long Answer Type Questions )**

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

6. What is the basis for departmentalization in a manufacturing unit of sports goods ? What are the essential departments in a sports organization ?
7. What are the different types of sports organizations ? Explain

their hierarchy set-ups and functions.

8. Write a proposal to a software company asking them to fund a double wicket cricket tournament in winter between the corporate.

9. Write short notes on the following :

a) CAB

b) AIFF.