

CS/BSM/SEM-6/BSM-603/201\_2

2012

**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 :

10X1 = 10

i) Who is the general secretary of AIFF ?

a) Alberto Colaco b) Kushal Das

c) Subrato Dutta d) None of them.

ii) The first Olympic was staged here

a) Athens b) Barcelona

c) London d) Paris.

iii) Who is the Chairman of IPL, 2012 ?

a) Lalit Modi b) C. Amin

c) Rajeev Shukla d) None of them.

iv) The stadiums in India lacks

a) basic infrastructure

b) space

c) matches

d) spectators.

v) The sports organizations in our country needs a

a) professional outlook b) political outlook

c) holistic approach d) democratic outlook.

- 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) Who is the President of CAB ?  
a) Sharad Pawar b) Biswarup Dey  
c) Jagmohan Dalmiya d) None of them.
- ix) The Bundesliga is associated with which country ?  
a) Germany b) Italy  
c) England d) Spain.
- x) ..... 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. 3X5 = 15

2. Why is the Ashes series so called ?
3. Distinguish between "THICK and THIN" organization culture.
4. What is strategy formulation ?
5. What is a gang plank ?
6. What is the role of a sports manager ?

#### **GROUP – C**

##### **( Long Answer Type Questions )**

Answer any *three* of the following. 3X15 = 45

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

8. What are the different types of sports organizations ?

Explain their hierarchy set ups and functions.

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

10. Define organization change. What steps will you take to overcome resistance to change in your sports organization ?

5 + 10

11. Write short notes on the following : 5 + 5 + 5

a) CAB

b) AIFF

c) SAI.