

CS/BSM/SEM-5/BSM-503/2012-13

2012

**MANAGING AND PROMOTING SPORTS  
EVENTS**

*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 first step in managing an event is
    - a) planning b) coordinating
    - c) controlling d) organizing.
  - ii) A person who manages events is known as an
    - a) event manager b) promoter
    - c) facility manager d) general manager.
  - iii) One must consider various factors while planning for an event which are
    - a) endogenous b) exogenous
    - c) both (a) and (b) d) none of these.
  - iv) This movie was based on an epic Football Match
    - a) The Great Escape
    - b) The Last Man Standing
    - c) Ivanhoe
    - d) Escape to victory.
  - v) The IPL Tournament was won by this team in its inaugural year
    - a) KKR b) RCB

- c) RR d) DC.
- vi) The main source of money in sports comes from
- a) broadcasting b) advertisement
- c) sponsorship d) endorsement.
- vii) The Australian Open is organized here
- a) Flushing Meadow b) Rolland Garros
- c) Wimbledon d) Manchester City.
- viii) The Bundes Liga is associated with this country
- a) Germany b) Italy
- c) Spain d) Portugal.
- ix) The Sandy Storm is a book on
- a) Cricket b) Football
- c) Lawn Tennis d) Athletics.
- x) The sponsorship proposal must be followed by a letter called
- a) letter of introduction b) covering letter
- 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. What are the job opportunities available in the field of sports management ?
3. State the names of at least five renowned sports management companies ?
4. What are the job and responsibilities of a sports manager ?
5. What are the fixed and variable costs for a profit making sports club ?

### **GROUP – C**

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

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

6. If you were asked to prepare a budget for the maintenance of the Rabindra Sarovar Stadium yearly what would be the expenditure items on your list ?
7. Prepare a sponsorship proposal for a 5 a side soccer intern college tournament assuming the Telegraph as your sponsor ?
8. If you were asked to make a checklist for the things to be done for a charity match between Argentina and Brazil at the Salt Lake Stadium what would that comprise ?
9. Write a note on the present position of event management industry in the world job market.