

CS/BSM/SEM-6/BSM-604/2013

2013

SPORTS MEDIA AND EVENT MANAGEMENT

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) Football Planet program comes in

a) ESPN b) Star Sports

c) Zee Sports d) Neo Sports.

ii) The owner of NEO Sports is

a) NIMBUS b) VIACOM

c) ZEE d) none of these.

iii) On May 8, 1999 the Prime Minister of India launched

an Indian sports channel that later became

a) Zee Sports b) DD Sports

c) ESPN d) Sports Asia.

iv) The founders of ESPN were

a) Scott Rasmussen & Bill Rasmussen

b) Kerry Packer & Subhas Chandra

c) Pranoy Roy & Radhika Roy

d) none of them.

v) Ten Sports in a channel of

a) Taj Television b) Doordarshan

c) Numaro Uno d) none of these.

vi) How many C's are there in event management ?

- a) 5 b) 6
- c) 7 d) 9.

vii) Goutam Bhimani is a

- a) Cricketer b) Sports Channel Owner
- c) Sports Reporter d) Cameraman.

viii) Chris McDonald is

- a) Anchor of 'My Planet'
- b) Director of DD Sports
- c) Chief Executive of Ten Sports
- d) none of these.

ix) Sports Star is a publication of

- a) The Hindu b) ABP Group
- c) Times Group d) none of these.

x) Sunny Days is the autobiography of

- a) Gundappa Viswanath
- b) Dilip Vengsarkar
- c) Ravi Shastri
- d) Sunil Gavaskar.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Write a short note on the program 'Sports Centre'.
3. How do you differentiate between a Birthday party and Anniversary ?
4. What do you mean by Space selling ? What are the criteria that you fix for space selling of a sports magazine ?
5. What do you mean by importance of Cs in Event management ?

6. Whom do you consider as your favourite sports anchor and why ?

GROUP – C

(Long Answer Type Questions)

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

7. Write about the qualities of an Event Manager ?
8. What is interview ? How will you prepare yourself to take the interview of the Captain of Indian Cricket team ?
9. How should one be a good Sports Reporter ?
10. Write a note on ESPN Star Sports Channel.
11. Why does sports segment get a special importance in any media ?

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