

CS/BSM/SEM-6/BSM-104/2012

2012

SPORTS MEDIA & 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 : 10X1 = 10

i) Sports Centre program comes in which channel ?

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) IPL T-20 cricket matches are telecast on which
channel ?

a) ESPN b) STAR cricket

c) SetMax d) DD sports.

iv) The founders of ESPN were

a) Scott Rasmussen & Bill Rasmussen

b) Kerty Packer & Subhas Chandra

c) Pranoy Roy & Radhika Roy

d) None of these.

v) Ten Sports is a channel of

a) Taj Television b) Doordarshan

c) Numaro Uno d) None of these.

- vi) Sourav Ganguly is a sports commentator of ?
a) ESPN b) NEO Sports
c) CNN d) BBC.
- vii) Kolkata football league matches were shown in which channel ?
a) Star Ananda b) 24 Ghanta
c) News Time d) None of these.
- viii) “Change the game” is the new slogan introduced by
a) Coca Cola b) Pepsi
c) ICC d) Maruti.
- ix) The chief sponsor of Pune Warriors in IPL is
a) Sahara b) Indigo
c) Kingfisher d) Air India.
- x) Who among the following is an eminent sports reporter ?
a) Bisuarup Dey b) Debasis Dutta
c) T.J. Morgan d) Steve Derby.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3X5 = 15

2. Write a short note on the program ‘Football Planet.’
3. Write a short note on essential qualification of sports writer and presenter.
4. Write about the qualities of an event manager.
5. Explain the five C's of Event management.
6. Who is your favourite cricket commentator ? Discuss about his presentation and commenting style.

GROUP – C

(Long Answer Type Questions)

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

7. What do you mean by space selling. Briefly describe the various steps of it.

8. Explain the importance of media in promotion of sports with examples of two major sporting events and their media coverage.

9. Why according to you sports beat is getting more importance in news ?

10. What should be the chief attribute of a good sports reporter ?

11. "Change the game" should this be the policy for the betterment of other sports in India ? Explain.