

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024
MAJOR
BSM1CJ101 INTRODUCTION TO SPORTS ECONOMICS

Time : 2 Hrs

BL : Bloom's Taxonomy Level (1 to 6)

CO : Course Outcome

Maximum Marks : 70

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	What are the fundamental concepts of sports economics? List and briefly describe any three.	3	1	CO1
2.	How can knowledge of Sports Economics be used to analyze both the demand and supply sides of the sports market?	3	3	CO1 CO2
3.	What is meant by the term "economic impact" of sporting events?	3	2	CO4
4.	How do sponsorships impact the economic organization of sports?	3	3	CO3
5.	What is Giffen good? Give example	3	2	CO1
6.	What is meant by "sports consumption"?	3	1	CO2
7.	What role does the economic model of sports consumption play in determining attendance at sports events?	3	3	CO4
8.	Define the term "supply of sports services." What are two examples of such services?	3	1	CO2
9.	Name two major sports leagues in India and briefly describe their structure.	3	1	CO1
10.	Evaluate the implications of public financing for stadiums on local economies.	3	4	CO5
Section B		Ceiling Marks : 36		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	Describe how sports organizations can benefit from applying economic principles in their operations.	6	2	CO3
12.	Evaluate how economic models can be utilized to improve marketing strategies in sports.	6	4	CO3
13.	What are the different types of cost according to traditional theory?	6	1	CO3
14.	Evaluate how a firm maximizes profits under perfect competition	6	5	CO2
15.	Describe the dual decision hypothesis in simple terms. How does it affect a person's choice to participate in sports or leisure activities?	6	3	CO3
16.	Identify the main challenges a city may face when preparing to host a major sports event.	6	2	CO4
17.	Explain how the uncertainty of outcome hypothesis influences fan behavior and team strategies.	6	4	CO3
18.	Compare the Indian Premier League (IPL) with international leagues like the English Premier League (EPL) in terms of their economic structure. How do both leagues exhibit features of a monopoly or cartel?	6	3	CO5
Section c				
Answer any 1 question. Each carries 10 marks. (1x10=10 marks)				
No.	Question	M	BL	CO
19.	Discuss the concept of elasticity of demand. Explain its types and factors affecting elasticity with relevant examples.	10	4	CO4
20.	Explain the concept of derived demand in the context of sports. How does the demand for sports events relate to the demand for related goods and services?	10	2	CO2