FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024
MDC
BSM1FM105   INTRODUCTION TO GLOBAL SPORTS INDUSTRY

Time : 1 Hrs 30 Mins   **Maximum Marks : 50**

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

	Section A			Ceiling Marks : 16
	Answer all questions. Each carries 2 marks.			
No.	**Question**	**M**	**BL**	**CO**
1.	Who is an athlete manager?	2	1	CO2
2.	How did the ancient Olympic Games contribute to the unity and world peace?	2	4	CO2
3.	What are the benefits sponsors receiving from sports events?	2	1	CO3 CO4
4.	What are the differences between the roles of national and international sports governing bodies?	2	4	
5.	Examine the impact of anti-doping regulations on , competition integrity, and sports governance	2	4	CO4
6.	How would you assess the return on investment for sponsors in a large-scale sports event like the Olympics?	2	5	CO1 CO4
7.	Propose strategies for sports organizations to promote cultural diversity within their teams and management structures to enhance performance and engagement	2	6	CO2 CO3
8.	Mention two challenges of managing multicultural teams in sports	2	2	CO2 CO3 CO4
9.	Define sports contracts in the context of legal regulations	2	1	CO1
10.	How do negotiations play a role in sports management?	2	4	CO1

	Section B			Ceiling Marks : 24
	Answer all questions. Each question carries 6 marks.			
No.	**Question**	**M**	**BL**	**CO**
11.	Can you design a profile that showcases the traits and qualities of an ideal athlete?	6	6	CO1
12.	What are the key factors that have contributed to the globalization of sports?	6	4	
13.	Explain the impact of cultural diversity on global sports management practices	6	4	CO3
14.	Explain why effective communication is important for managing culturally diverse sports teams.	6	2	CO3 CO4
15.	What are the various contemporary issues faced in sports industry?	6	2	CO4

	Section C			
	Answer any 1 question. Each carries 10 marks. (1X10=10 Marks)			
No.	**Question**	**M**	**BL**	**CO**
16.	Sustainability is a global concern, Discuss the future of athlete management considering evolving technology in training and performance tracking.	10	5	CO3 CO4
17.	Analyze the role of government policies in shaping the sports industries of different countries	10	4	CO1 CO3

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