

**FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

**(Improvement/Supplementary)**

**BSM**

**GBSM1B01T: PRINCIPLES AND PRACTICES OF SPORTS MANAGEMENT**

**Time: 2 ½ Hours**

**Maximum Marks: 80**

**SECTION A: Answer the following questions. Each carries *two* marks.**

**(Ceiling 25 Marks)**

1. Elucidate the relationship between leadership and motivation.
2. What is a contingency plan?
3. What is meant by feedback control?
4. What do you mean by unity of direction?
5. Explain any four qualities of a good manager.
6. Why management is known as a dynamic process? Comment.
7. What is directing?
8. Define leadership.
9. Mention any four limitations of planning.
10. Define organization.
11. Differentiate between product and market departmentalization.
12. Define sports management.
13. What is democratic leadership?
14. Mention the features of HRM.
15. Explain the term PESTLE analysis.

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 35 Marks)**

16. What is break even analysis? How can it be used in controlling?
17. Discuss any five principles of organization.
18. Give an account on operational plan.
19. MBO is often criticized. Do you agree? Explain.
20. Elaborate on the importance of motivation.
21. Write a note on evolution of management.
22. Distinguish between leadership and management.
23. Describe various ways of defining management.

**SECTION C: Answer any *two* questions. Each carries *ten* marks.**

24. Enumerate and explain the internal and external factors influencing a sports organization of your choice.
25. Explain various sports organizations to coordinate and organize various sports events.
26. Write a note on return on investment, ratio analysis and management audit.
27. Discuss the roles and responsibilities of a sports manager.

**(2 x 10 = 20 Marks)**