D1BBS2505

Name: .....

Reg. No.: .....

FIRST SEMESTER FYUGP (Regular) EXAMINATION NOVEMBER 2025
MULTI DISCIPLINARY COURSE
BBS1FS105: INTRODUCTION TO GLOBAL SPORTS INDUSTRY

Time: 1 ½ Hrs. **Maximum Marks: 50**

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

Section A: Answer all questions. Each carries 2 marks.
Ceiling: 16 Marks

No.	Question	M	BL	CO
1.	Mention the key characteristics that differentiate an athlete from a non-athlete.	2	2	CO2
2.	How would you evaluate the effectiveness of a sports governing body in ensuring fair play and athlete welfare?	2	5	CO2
3.	Describe the impact of two major challenges on the global sports management industry.	2	2	CO3
4.	Propose innovative solutions to tackle the challenges facing global sports management today.	2	6	CO1 CO3 CO4
5.	What are doping regulations in sports?	2	2	CO2
6.	Illustrate how cultural exchange through sports can impact the relationships between nations, such as through international competitions or exchange programs.	2	4	CO2 CO3
7.	Mention two challenges of managing multicultural teams in sports.	2	5	CO3
8.	What is the role of sports in promoting cultural understanding?	2	5	CO3
9.	How does cultural diversity affect team dynamics in sports?	2	2	CO3
10.	Explain why doping regulations are important in sports.	2	2	CO1 CO2

Section B: Answer all questions. Each carries 6 marks.
Ceiling: 24 Marks

No.	Question	M	BL	CO
11.	How would you assess the impact of a good agent or manager on an athlete's career trajectory?	6	5	
12.	How have international governing bodies influenced the organization of major international sports events?	6	2	CO1 CO2
13.	Illustrate the economic benefits that a specific country experienced from hosting an international sports event, such as the Olympics.	6	3	CO1 CO3
14.	What are some ways cultural diversity impacts global sports management practices?	6	1	CO3
15.	Analyze the challenges faced by sports organizations in managing multicultural teams and suggest possible solutions.	6	4	CO3 CO4

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
16.	Analyze the historical development of international governing bodies such as FIFA and IOC.	10	4	
17.	Evaluate the impact of legal regulations, including contract laws, on the global sports industry. Mention various laws related to sports industry.	10	5	CO2