

QP CODE: D1BBS2501

(Pages: 2)

Reg. No :

Name :

FIRST SEMESTER FYUGP (Regular) EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Major

BBS1CJ101 : Economics of Sports

(Credits: 4)

Time: 2 Hours

Maximum Marks: 70

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1.	Name two examples of economic models used in sports.	BL1	CO1
2.	List three factors that influence the economic organization of a sports team.	BL2	CO2
3.	Define the term "informal participation" in sports and give an example.	BL1	CO1
4.	What is the income-leisure trade-off? Provide a brief example related to sports participation.	BL1	CO1
5.	Name two major sports leagues in India and briefly describe their structure.	BL1	CO2
6.	Describe the relationship between sports and economic growth in a community.	BL2	CO4
7.	Define perfectly elastic demand.	BL2	CO1
8.	Briefly discuss how the dual decision hypothesis relates to consumer choices in sports goods and services.	BL2	CO1
9.	Explain how fan engagement affects the profitability of professional sports teams.	BL3	CO1
10.	What are the different types of market structures?	BL1	CO1

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Explain the economic benefits that a city might experience from hosting a major sporting event.	BL3	CO3
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12.	Explain the concept of sports economics and discuss its significance in understanding the sports industry.	BL2	CO1
13.	Examine how economic factors, such as changes in income levels, can affect sports consumption patterns in different demographics.	BL4	CO4
14.	What are some ethical concerns that arise when sports leagues operate as monopolies or cartels? How can leagues address these concerns?	BL3	CO5
15.	Compare the economic impact of hosting a local sports event versus an international event.	BL4	CO4
16.	Identify and elaborate on the emerging sub-areas in sports economics. How do these areas contribute to the overall field?	BL4	CO1
17.	Explain the law of demand with examples.	BL2	CO1
18.	What role does advertising play in shaping sports consumption behavior based on the economic model?	BL4	CO4

Section C

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

19.	Discuss the transition to professionalism in sports. What are the key changes that occur in sports competitions when they become professional? Include examples of how this transition affects both athletes and teams.	BL2	CO3
20.	Explain the Law of Diminishing Marginal Utility and its significance in consumer choice theory. Provide examples to illustrate your answer.	BL2	CO2

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)