

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2024

(Regular/Improvement/Supplementary)

BACHELOR OF SPORTS MANAGEMENT (BSM)

GBSM2C02T: ECONOMICS OF SPORTS

Time: 2 ½ Hours

Maximum Marks: 80

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

(Ceiling 25 Marks)

1. What is Sports Economics?
2. Bring out the basic steps in economic methodology.
3. Define opportunity cost.
4. What is the purchasing power of a currency?
5. What are the different types of demand?
6. What is the income effect?
7. State the concept of consumer behavior.
8. What is a substitution effect?
9. Name of any four international sports associations.
10. What are the key success factors for a sports team?
11. List out the economic factors that drive sports sponsorship.
12. Give the relationship between sports and economics.
13. What do you understand by marginal revenue?
14. What are the two ways to see formalization in sports?
15. What are the benefits of broadcasting sports events?

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

(Ceiling 35 Marks)

16. "Sports is recognized as an important economic activity". Justify the statement.
17. Explain briefly about any two Indian Sports Leagues.
18. Write a short note on the coefficient of price elasticity of demand.
19. What is the role of the private sector in sports participation?
20. Differentiate between microeconomics and macroeconomics.
21. Describe the merits and demerits of the pricing ceiling.
22. Explain about the derived demand for sports.
23. Write a note on 'sports sponsorship'.

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

24. Elaborate on the various aspects of elasticity of demand, including its different types and how they affect consumer behavior and market dynamics.
25. What is the significance of sports leagues and their structural organization in professional sports, and how do they impact various aspects such as competition, player development, revenue generation, fan engagement, and overall sustainability within the industry?
26. Illustrate the concepts of Marginal Utility, Total Utility, and Average Utility, with examples.
27. Elaborate on the sports industry in India.

(2 x 10 = 20 Marks)