

QP CODE: D2BSM2402	(Pages: 2)	Reg. No : .....
		Name : .....
Second Semester (FYUGP) Degree Examination April 2025		
MDC Business Management		
BSM2FM106 : SPORTS ENTREPRENURSHIP		
(Credits: 3)		
Time: 1.5 Hours	Maximum Marks: 50	
Section A		
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)		
1. Define imitative entrepreneurship.	BL1	CO1, CO2, CO3, CO4
2. Why is SWOT analysis considered a useful strategic tool?	BL2	CO1, CO2, CO3, CO4
3. What is the role of sports entrepreneurship in industry development?	BL1	CO1, CO2, CO3, CO4
4. Define co-branding in the context of brand endorsements.	BL2	CO1, CO2, CO3, CO4
5. What is the purpose of GPS tracking vests in sports?	BL2	CO1, CO2, CO3, CO4
6. Mention the ways in which sports media companies generate revenue.	BL2	CO1, CO2, CO3, CO4
7. List the key steps in strategy formulation.	BL2	CO1, CO2, CO3, CO4
8. Mention any emerging technologies that are expected to impact the sports industry.	BL3	CO1, CO2, CO3, CO4
9. What is the primary role of an angel investor in sports startups?	BL2	CO1, CO2, CO3, CO4
10. What are the three levels of strategy in a business?	BL1	CO1, CO2, CO3, CO4
(PTO)		

**Section B****Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)**

11.	Define entrepreneurship and explain its role in job creation.	BL1	CO1, CO2, CO3, CO4
12.	Evaluate the role of fan engagement strategies in driving revenue for sports franchises.	BL5	CO1, CO2, CO3, CO4
13.	Evaluate how machine learning models are applied to predict injuries in sports. Provide examples.	BL5	CO1, CO2, CO3, CO4
14.	Discuss the benefits and challenges of managing multiple sponsorships for a major sports event.	BL3	CO1, CO2, CO3, CO4
15.	Discuss how digital engagement through mobile apps enhances fan satisfaction in modern stadiums.	BL2	CO1, CO2, CO3, CO4

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

16.	Evaluate the long-term impacts of bootstrapping on a sports business's growth and sustainability.	BL5	CO1, CO2, CO3, CO4
17.	Develop a comprehensive athlete performance enhancement plan that includes the use of wearable technology, sports analytics, and recovery solutions. Explain how these components will contribute to competitive success.	BL6	CO1, CO2, CO3, CO4

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