

QP CODE: D2BSM2401 (S1)	(Pages: 2)	Reg. No :
		Name :
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026 (Improvement/Supplementary - 2024 Admissions) Discipline Specific Core (DSC) Courses - Major BSM2CJ101 : Principles and Practices of Sports Management (Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. What is quantitative management approach?	BL2	CO1
2. Explain the importance of organizational structure in effective management.	BL2	CO2
3. Highlight the difference between feedforward control and feedback control.	BL2	CO3
4. List three types of organizations associated with sports management.	BL1	CO4
5. Propose an innovative management strategy to enhance fan engagement in sports events.	BL6	CO1
6. Define planning in the context of management.	BL1	CO2
7. Define Recruitment.	BL2	CO3
8. Explain the importance of brand endorsements in sports celebrity management.	BL2	CO4
9. Define the term 'HRM'.	BL1	CO3
10. Define people management in the context of sports organizations.	BL2	CO4
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. List and explain the essential qualities of a good manager.	BL2	CO1
12. Describe various operational plans.	BL2	CO2
13. What is budgetary control and explain different types of budgets.	BL2	CO3
14. What are the objectives of planning in sports?	BL2	CO4
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15.	Explain the scope of management.	BL2	CO1
16.	Define organizing and explain its significance in management.	BL2	CO2
17.	Describe the process involved in controlling.	BL2	CO3
18.	Assess the challenges faced by sports managers in handling athletes and sports events.	BL4	CO4
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	What are the different types of coordination? Discuss on various coordination tools.	BL1	CO2
20.	Explain the neo-classical approach of management.	BL2	CO1
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			