

QP CODE: D2BBS2504		Reg. No :	
		Name :	
Second Semester (FYUGP) Degree Examination April 2026 (Regular - 2025 Admissions) Skill Enhancement Courses (SEC) BBS2FS112 : Sports Entrepreneurship (Credits: 3)			
Time: 1.5 Hours		Maximum Marks: 50	
Section A			
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)			
1.	What is the primary focus of a lifestyle entrepreneur?	BL2	CO1, CO3, CO4
2.	Write down the steps in strategy formulation.	BL1	CO1, CO2
3.	Explain the role of wearable technology in reducing sports injuries.	BL2	CO1, CO2, CO3
4.	Differentiate between reward-based crowdfunding and equity crowdfunding.	BL5	CO1, CO2, CO4
5.	What role does machine learning play in injury prevention and recovery?	BL1	CO1, CO2, CO3
6.	Write a note on the role of entrepreneurship in promoting business growth.	BL2	CO1, CO3, CO4
7.	What is the main purpose of functional-level strategy?	BL2	CO1, CO2
8.	How can sports facilities generate additional revenue beyond hosting matches?	BL2	CO1, CO2, CO3
9.	Suggest one customer acquisition strategy for an early-stage startup and justify it.	BL3	CO1, CO2, CO4
10.	List any three political factors that can impact a business.	BL1	CO1, CO2
Section B			
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)			
11.	Sports organizations use content creation as a fan engagement strategy. Justify.	BL4	CO1, CO2, CO3
12.	Discuss the role of sports marketing and media in building brand value for athletes, teams, and events. Provide suitable examples.	BL2	CO1, CO3, CO4
13.	Discuss the potential impact of blockchain in sports ticketing and fan loyalty programs.	BL2	CO1, CO2, CO3
14.	Analyze how entrepreneurs contribute to economic growth through job creation and wealth generation.	BL4	CO1, CO2, CO4
15.	Explain the concept of sponsorship in sports ventures and discuss why it is considered a vital source of financing.	BL2	CO1, CO2, CO4
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
16.	As a sports entrepreneur, identify a gap in the current sports industry. Develop an innovative solution to fill this gap.	BL6	CO1, CO3, CO4
17.	Design an innovative product for a sportswear company of your wish.	BL6	CO1, CO2
CO : Course Outcome BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			