

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2024
BACHELOR OF SPORTS MANAGEMENT (BSM)
GBSM4A04T: SPORTS EVENT MANAGEMENT

Time: 2 ½ Hours

Maximum Marks: 80

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

(Ceiling 25 Marks)

1. What is the importance of setting goals and objectives in event conceptualization?
2. Describe the bidding process for sports events.
3. What are the stages involved in event budgeting?
4. Discuss the significance of maintaining strong vendor relationships in event management.
5. Explain the purpose of conducting a SWOT analysis in event planning.
6. What are the key considerations in drafting event contracts?
7. Discuss the importance of risk management in event planning.
8. How does effective leadership contribute to staff motivation in event management?
9. Discuss the significance of contingency planning in event management.
10. Explain the basic principles of crowd control in event management.
11. Describe the key components of food and beverage operations during an event.
12. Why is waste management important in event operations, and what strategies can be implemented?
13. Evaluate the significance of post-event debriefing and its impact on future event planning.
14. Describe the importance of disaster preparedness in event management.
15. Discuss the significance of first aid training for event volunteers.

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

(Ceiling 35 Marks)

16. Analyze the role of transportation services in event logistics management.
17. Discuss the importance of managing sponsors and maintaining strong relationships with them.
18. Explain the types of expenses.
19. Explain the role of post-event media coverage in the overall success of an event.
20. What are the different types of sports events?
21. What is the importance of creating an event timeline in event management?
22. Describe the role of feasibility studies in the event bidding process.
23. Discuss the importance of effective communication strategies during event flows.

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

24. Discuss the importance of leadership in event conceptualization and event planning, leadership and decision making.
25. What are the steps involved in developing a comprehensive risk management plan for an event?
26. Explain the importance of managing staff, participants and spectators during an event.
27. Briefly explain the concept of personnel management style and effective leadership.

(2 x 10 = 20 Marks)