75 15/04/2024

D4BSM2205 (PAGES 2) Reg.No.....

Name: .....

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2024

BACHELOR OF SPORTS MANAGEMENT (BSM)

GBSM4B09T: DATA ANALYTICS IN SPORTS

Time: 2 ½ Hours **Maximum Marks: 80**

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

(Ceiling 25 Marks)

1. What is descriptive analytics?
2. What are the different measurement scales?
3. What does the term predictive analytics mean?
4. Define sports analytics.
5. Why sports analytics is essential?
6. What do you mean by a spreadsheet?
7. What is the use of VLOOKUP in MS Excel?
8. Comment on data filtering.
9. What do you mean by regression?
10. Differentiate between dependent variable and independent variable.
11. Write down any two properties of regression coefficient.
12. Name the various goals of predictive analytics.
13. How do you evaluate players in terms of profit and loss?
14. Why sports players are financial assets?
15. Write a short note on scatter plot.

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

(Ceiling 35 Marks)

16. Differentiate between data and information.
17. Explain the challenges in big data analytics.
18. Briefly describe on field and off field analytics in sports.
19. Explain organizational structures for analytical success.
20. What are the uses of MS Excel?
21. Distinguish between simple linear regression and multiple linear regression.
22. Explain about forecasting methods.
23. What do you mean on assessing and trade values?

(PTO)

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

24. Explain the importance of data management in ensuring the efficiency and effectiveness of organizational operations.

25. Explain Data Management system, Analytics models and Information systems in detail.

26. Obtain the equation of the lines of regression for the data given below:

X:	1	2	3	4	5	6	7	8	9
Y:	6	5	10	12	11	13	14	16	15

27. Write notes on the following:

(i) Histogram (ii) Line diagram

(iii) Pie diagram (iv) Pivot chart

(2 x 10 = 20 Marks)