

**FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2024**  
**BACHELORE OF SPORTS MANAGEMENT**  
**GBSM4C04T: TECHNOLOGY IN SPORTS AND EMERGING TRENDS**

Time: 2 ½ Hours

Maximum Marks: 80

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

**(Ceiling 25 Marks)**

1. What do you mean by Predictive Analytics?
2. What is data integration?
3. How a player tracking is done?
4. Define the term copreneurs.
5. Write notes on: Classification and Prediction.
6. What is AI?
7. Write notes on Data Center Management.
8. What do you mean by the term Hydrophobic?
9. Comment on timber sports flooring.
10. What is absorption?
11. List out the features of clay courts.
12. What is Gore-tex?
13. State the Patent law.
14. What is Sole Proprietorship?

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

**(Ceiling 35 Marks)**

15. Briefly explain GPS.
16. Explain any five ways in which complex data and the data age impact sports.
17. Define Knowledge Discovery in Databases (KDD) and explain its process.
18. Explain data infrastructure.
19. Discuss the advantages of seamless knitting technology.
20. What is DIC? Explain its function.
21. What is sport surface testing? Mention its importance.
22. Explain the components of startup business plan.

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

23. Explain the ways in which machine learning is being utilized in sports.
24. Classify various sports surfaces and explain how sports surfaces can be well maintained.
25. Imagine you are designing a sports wear. What all features you will add to it? Explain in detail.
26. Explain the role of financial institutions in entrepreneurship support.

**(2 x 10 = 20 Marks)**