

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025

(Regular/Improvement/Supplementary)

BACHELOR OF SPORTS MANAGEMENT (BSM)

GBSM4B08T: OPERATIONS MANAGEMENT IN SPORTS - I

Time: 2 Hours

Maximum Marks: 60

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

(Ceiling 20 marks)

1. What are the main objectives of quality control?
2. Define Value based pricing method.
3. Comment on E-commerce.
4. Write a note on MRP.
5. Define clean-slate approach.
6. Write a note on Market skimming and penetration.
7. Differentiate between FIFO and LIFO.
8. What is JIT strategy?
9. What is herringbone layout?
10. Define E-tailing.
11. What do you mean by organized retailing?
12. Comment on Logistics.

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

(Ceiling 30 Marks)

13. Write notes on Electronic Data Interchange (EDI) and Data Warehousing (DW).
14. Discuss the factors influencing retail pricing.
15. Elaborate the role of logistics in inventory management and control.
16. How can we use storage space effectively and efficiently?
17. Discuss the role of merchandise manager.
18. Explain the characteristics of a queuing system.
19. Elucidate the functions of SCM.

SECTION C: Answer any *one* question. The question carries *ten* marks.

20. Explain various functions played by the Operations section of a sports goods manufacturing company.
21. Advertising is the integral part of retailer's marketing strategy. Explain.

(1x 10 = 20 Marks)