

**FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2025**

**(Regular/Improvement/Supplementary)**

**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. Describe the process of managing participants during an event.
2. State the importance of easily missed details in event day management.
3. What are the primary responsibilities of managing staff during an event?
4. List the types of agreements used in event management and their differences.
5. Mention the significance of vendor relationships in event services.
6. How does effective communication contribute to event day management?
7. Enlist the stages involved in event budgeting, providing examples for each.
8. What are the key elements of post-event media coverage?
9. Write the significance of post-event promotions in event management.
10. Give the importance of brainstorming in event management.
11. Mention the importance of disaster preparedness and mitigation strategies.
12. Write a note on the risk management process in event planning, outlining key steps.
13. What is event conceptualization?
14. Give an account on the different types of budget.
15. Explain the significance of developing an operational timeline for an event.

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

**(Ceiling 35 marks)**

16. Describe the roles and responsibilities of managing spectators during an event.
17. Discuss the process of negotiating contracts for sports events, providing tips for successful negotiation.
18. What are the key traits for success in the sports event industry?
19. Discuss the importance of measuring economic impact in event evaluation.
20. Give an account on waste management services.
21. Explain basic first-aid techniques of ABC and CPR.
22. Briefly discuss the concept of negligence in risk management.
23. Explain the role of cash flow management in event budgeting.

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

24. Explain the event timeline, event registration, tickets sales.
25. Explain the Sports event industry, describe the skill knowledge & traits for its success.
26. Analyze the role of transportation services and custodial services in event logistics management.
27. Explain SWOT analysis and describe the process of conducting a SWOT analysis for a sports event.

**(2 × 10 = 20 Marks)**