

**FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**

**BSM**

**GBSM5B12T: STRATEGIC MANAGEMENT OF SPORTS FACILITIES**

**Time: 2 ½ Hours**

**Maximum Marks: 80**

**SECTION A: Answer the following questions. Each carries *two* marks.  
(Ceiling 25 marks)**

1. List out the games conducted in an arena.
2. What is financial analysis?
3. Define hybrid layout.
4. What is a sports complex?
5. Define Tort law.
6. What is arena management?
7. “Planning is pervasive”. Elucidate with an example.
8. Define Strategic management.
9. Comment on crisis management.
10. What is the role of Occupational Safety and Health Administration (OSHA)?
11. List out the items required in a first aid box.
12. What do you mean by seamless operations of facility?
13. Elaborate on contingency plan.
14. What do you mean by cash flow?
15. What do you mean by disaster preparedness?

**SECTION B: Answer the following questions. Each carries *five* marks.  
(Ceiling 35 marks)**

16. Briefly explain risk assessment and its mitigation process in a facility.
17. Write a note on project cost.
18. What are the common mistakes to avoid in facility site location selection? Explain.
19. How do fitness and recreation centers manage membership sales, retention and customer service?
20. Explain different ways to improve stadium management.
21. How post event survey is conducted?
22. Elucidate the sports facilities of Ancient Rome.
23. Write a note on HRM Functions.

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

24. “Computer-Aided Facility Management is one of the technologies in facility management”. Explain its importance.
25. Compare the design requirements for indoor and outdoor sports facilities, considering factors like climate control, lighting and drainage system.
26. Enumerate the objectives and responsibilities of housekeeping department.
27. Enlist and describe the steps in facility preparation of an event.

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