

D5BSM2204

Reg. No.....

Name:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

BSM

GBSM5B14T: SCOUTING AND ATHELETE MANAGEMENT

Time: 2 ½ Hours

Maximum Marks: 80

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

1. What is Financial Fair Play (FFP) in sports?
2. What is the concept of third-party ownership?
3. Define concussion.
4. Why release clauses are important in sports contracts?
5. How does Scouting operate on a global scale?
6. What is CBA?
7. What does a league commissioner do?
8. What is the LPGA's broadcasting deal?
9. Why is it important to manage young athletes?
10. Why is it important to monetize publicity rights?
11. What is a salary cap in sports?
12. How would you define a product endorsement agreement?
13. How does a professional sport impact youth sports?
14. What is an injury?
15. What are the responsibilities of a sports agent?

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

16. Discuss the fiduciary duties of a sports agent.
17. Explain the minor league system and its importance in sports.
18. What is a rookie contract? How does the rookie pool work?
19. What financial advice would you give to a retired athlete?
20. What are the similarities and differences between a footballer's and a cricketer's career?
21. Describe the powers and responsibilities of a commissioner.
22. Enumerate the benefits of implementing the LTAD model in sports.
23. Give an account on the history of publicity rights law.

(PTO)

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

24. How can organizations effectively measure and improve team performance? What are the key factors to consider when selecting evaluation methods?
25. What are the key elements of a well-crafted contract? How do these elements contribute to the protection of the parties' interests?
26. Describe the challenges and opportunities involved in representing individual sport athletes.
27. Discuss the financial challenges faced by peak professional athletes. What strategies can be implemented to address them effectively?

(2 × 10 = 20 Marks)