D5BSM2304 **Reg. No.....**

Name: .....

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(Regular/Improvement/Supplementary)

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 your approach to preparing clients for retirement?
2. What is the essence of Scouting?
3. Comment on sports arbitration.
4. Why minor leagues are crucial to the sport?
5. What is minimum salary benefit contracts?
6. Mention WTA's media rights deal.
7. What are the responsibilities of a cricket agent?
8. State the role of a League Commissioner.
9. What is talent identification?
10. How does signing bonus proration work?
11. What are the key elements of contract negotiation?
12. Comment on CBA.
13. What are the benefits of a strong relationship between sports agents and coaches?
14. What is your marketing strategy for an athlete?
15. List out the qualities that define a marketable tennis athlete.

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

16. What is the significance of a representation agreement?
17. Discuss the key factors in Long-Term Athlete Development.
18. What is the process of marketing an athlete?
19. How do career-ending injuries impact athletes both physically and mentally?
20. What tactics can be used to gain leverage during contract negotiations?
21. How do buyout clauses differ from sell-on clauses?
22. Discuss the importance of player-agent relationship in professional sports.
23. What strategies are essential for growing a successful sports agency?

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

24. How can brand management be used as a strategic tool for competitive advantage?
25. Discuss the challenges and opportunities faced by sports scouts in today's athletic environment.
26. What are the key considerations when developing a diversification plan for a superstar client?
27. Describe the key challenges and opportunities in running a football and cricket club?

(2 × 10 = 20 Marks)