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BACHELOR OF BUSINESS ADMINISTRATION
(B.Sc Sports Management) (770)
EXAMINATION : DECEMBER-2025
SEMESTER - I

Sub: Fundamentals of Sports Management (BSC24-S111)

Date: 17/12/2025

Total marks: 60

Time: 10.00 am To 12.30 pm

Q. 1. Answer in Detail (30)

1. What are the unique features of sports management.
2. Explain 5 aspects of Sports Sciences.
3. What are the aims and objectives of Government Sector?

Q. 2. Write Short Notes(Any Two) (10)

1. Professional sport
2. Athlete Management
3. Sports Journalism
4. 5 Fayol's Principles

Q. 3. Answer in Short (10)

1. What is a Non-Profit Sector?
2. What are the Benefits of Taylor's Scientific Management?
3. What is Unity of Command?
4. What are the challenges of Systems Approach?
5. Why is sports management important?

Q. 4. Case Study: "The Rising Stars Inter-School Sports Fest 2025" (10)

Greenfield International School is hosting its annual Rising Stars Inter-School Sports Fest, where 18 schools will participate in football, basketball, athletics, table tennis, and swimming events over two days.

This year, the scale of the event is much larger than before. The organizing committee has noticed several challenges during the preparation phase:

- The school expects around 3,500 spectators, including parents, visitors, and students, which is much higher than previous years.
- The sports fest will require coordination with several external vendors, such as equipment suppliers, food stalls, security services, and timing technology providers.
- A few schools have raised concerns regarding unclarified rules, match schedules, and result-tracking procedures.
- Weather forecasts show a possibility of rain on Day 2, which may affect outdoor sports.

- The school has limited staff, so they are considering hiring volunteers from nearby colleges, but no formal structure has been planned for this.
- There are ongoing discussions with a local FM channel and a digital content creator who want to cover the event.
- Parents have also requested designated parking, shaded waiting areas, and clear communication about the event's proceedings.
- The school wants to make this event a highlight for brand visibility and has approached a few companies for partnerships, but no deals have been finalized yet.

Identify and explain *any five* aspects of sports management demonstrated in the above case study.
