

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION
B.B.A.IN SPORTS MANAGEMENT (472)
EXAMINATION: DECEMBER - 2025
SEMESTER - IV

Sub.: Management of Sports Teams And Leagues (BBA23S-412)

Date : 27/12/2025

Total Marks : 60

Time: 2.00pm to 4.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. How many traditional phases are there in event organization?
 - a) 3
 - b) 5
 - c) 2
 - d) 4
2. What does TPS mean?
 - a) Transaction Processing System
 - b) Transfer Processing System
 - c) Transaction Provided Signal
 - d) Tracking Proven System
3. What is the first step in Process of Organizing Sports Events?
 - a) Standby
 - b) Closing
 - c) Feasibility Study
 - d) Implementation
4. Which is a key managerial role?
 - a) Monitor
 - b) Leader
 - c) Spokesperson
 - d) All of the above
5. What is the disadvantage of IT in sports?
 - a) Broadcasting
 - b) Data Analytics
 - c) Sports Gambling
 - d) Fan Engagement

Q. 2. State True / False (05)

1. Japanese Management focuses on building a cooperative work environment where employees work in teams to enhance productivity and innovation.
a) True
b) False
2. There are 10 key managerial roles.
a) True
b) False
3. Global Sourcing is very Expensive.
a) True
b) False
4. Administrative Theory was developed by Henry Fayol.
a) True
b) False
5. Strategic Alliance is when two companies collaborate to use each other's strengths without creating a new business
a) True
b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Systems Theory
2. Give 05 points why ISL, Pro Kabaddi League are not as big as IPL.
3. IT in Sports and its Advantages
4. What is Social and ethical responsibility of sports organisations?
5. What is Management Information System (MIS) and Decision Support System (DSS)?

Q. 4. Answer in detail (Any Two) (20)

1. Process of Organizing Sports Events.
2. Licensing and Forms of Licensing.
3. Advantages of Internet in Sports Media.

Q. 5. Case study (15)

Give me a detailed explanation and event flow of “Corporate Olympics”

- Include 05 Sports.
 - Should finish in 02 Weekends “04 Days”
 - 16 corporate teams (Explain how will you approach them and why should they join)
 - Explain the complete structure of the tournament.
-