

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**B.Sc Sports Science (613)**  
**EXAMINATION : DECEMBER -2025**  
**SEMESTER -V**

**Sub: Entrepreneurship in the sporting Context (BSC23-512)**

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| <b>Date: 18/12/2025</b> | <b>Total marks: 60</b> | <b>Time: 10.00 am To 12.30 pm</b> |
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**Q. 1. Answer in Detail** **(30)**

1. Explain the 10 steps to become an entrepreneur in detail with suitable examples.
2. Choose a sports business of your choice & explain how will you set it up as a startup entrepreneur?
3. Your family is running a multi-sport academy. Identify innovations you will implement as a 2<sup>nd</sup> generation entrepreneur to bring more revenues to your business. Explain them in detail.

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

1. Analyze the relationship between risk and reward in entrepreneurship. How do successful entrepreneurs manage risk, and why is taking calculated risks important for business growth?
2. Characteristics of a successful Entrepreneur.
3. What are the different types of innovations you can bring in a stagnant business to make it profitable?
4. Entrepreneurship Culture.

**Q. 3. Answer in Short** **(10)**

1. Explain the difference between an entrepreneur and a small business owner.
2. Explain the terms CAPEX, OPEX & ROI.
3. What according to you is a successful business enterprise?
4. What is project appraisal?
5. What are the key components of a business plan, and why is each important for an entrepreneur?

**Q. 4. Case Study** **(10)**

A local soccer team is seeking to expand its fanbase and increase revenues through merchandise sales. The team has a strong social media presence but struggles with ticket sales.

- a) What steps should the team take to improve its overall marketing strategy?
- b) What are some innovative ways the team could increase engagement and sales through its online platform?