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MASTER OF BUSINESS ADMINISTRATION
(M.B.A. – SPORTS MANAGEMENT)
EXAMINATION : DECEMBER -2025
SEMESTER - I

Sub: Principles & Practice of Sports Management (MBA25-S101)

Date: 23/12/2025	Total marks: 60	Time: 10.00 am To 12.30 pm
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Q. 1. Answer in Detail. (30)

1. What are the factors affecting the Organisational structure?
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. Dimensions of Organisational Structure
2. Types of Control
3. Matrix Model
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. A soft-drink company wants to be the title sponsor. However, the league already has an MoU with a health-drink brand from the previous year, but the agreement renewal wasn't confirmed yet.
Now both brands are expecting visibility.
Identify the type of Decision making and explain.
5. Why is sports management important?

Q. 4. Case Study: "Performance Concerns in the Thunder Hawks Football Team" (10)

The Thunder Hawks, a semi-professional football team, are preparing for their upcoming state league. During the pre-season training phase, the coaching staff has observed a mix of performance-related challenges among the players.

Over the past three weeks:

- Several players have been complaining of persistent fatigue, even though the training sessions are similar to last year's routine.
- Two key players suffered muscle strains during sprint sessions. The physiotherapist noted that recovery protocols may not be followed properly.
- The players' reaction time and passing accuracy seem slower during friendly matches compared to previous seasons.
- Some players reported difficulty maintaining concentration during evening

sessions, especially under high-pressure drills.

- The team's nutrition partner recently changed the meal plan, introducing higher protein but reduced carbohydrate intake. Players are unsure if the new diet suits their training load.
- GPS tracking data shows inconsistency in player load management—some players are overtraining while others are undertraining.
- The goalkeeper has requested help with enhancing his jump height and explosive power, as he feels his performance has plateaued.
- The head coach wants to incorporate scientific testing and monitoring, but the staff is unsure which tests or assessments to conduct.

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