

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION
(M.B.A. – SPORTS MANAGEMENT)
EXAMINATION: DECEMBER -2025
SEMESTER - III

Sub: Sports Entrepreneurship & Innovation (MBA-S301)

Date: 23/12/2025	Total marks: 60	Time: 2.00 pm To 4.30 pm
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Q. 1. Answer in Detail. (30)

1. Compare ownership structures (sole proprietorship, partnership, company, franchise) and evaluate which model is most suitable for a sports training business and why.
2. Discuss intrapreneurship. How can sports organizations like federations, clubs, or fitness chains encourage intrapreneurial behavior among employees?
3. Evaluate the role of women entrepreneurship in the sports sector in India. Highlight challenges and opportunities with suitable examples.

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

1. Characteristics of a successful sports entrepreneur.
2. Sources of business ideas in the sports industry.
3. Innovation in sports business.
4. Networking for sports entrepreneurs

Q. 3. Answer in Short: (10)

1. What is dealership?
2. Give one challenge faced by women entrepreneurs.
3. Name two ownership structures.
4. What is project appraisal?
5. Give one example of innovation in sports technology.

Q. 4. Case Study (10)

Sports Equipment Startup

Rahul, a former national badminton player, noticed that high-quality rackets and shoes were expensive for young athletes. He plans to start a sports equipment dealership focusing on affordable products. He is unsure about the feasibility of the business, the ownership structure to adopt, and how to build networks with schools and academies.

Questions:

1. Identify and evaluate the factors Rahul should consider during the feasibility study.
2. Suggest a suitable ownership structure for Rahul's business with justification.