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

Sub: Funding & Sponsorship in Sports (MBA-S302)

Date: 24/12/2025

Total marks: 60

Time: 2.00 pm To 4.30 pm

Q. 1. Answer in Detail.

(30)

1. A state-level sports organization has received a proposal to host a cycling marathon. They must choose between *crowdfunding*, *private sponsorship*, and *government funding* for the event.
Evaluate each funding type and recommend the most suitable option with justification.
2. A volleyball academy wants to diversify its revenue beyond coaching fees. Explain *different revenue streams* available for small and medium sports academies, with examples of how each stream can be implemented.
3. What are the different types of sponsorships in sports? Explain each with suitable examples.

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

(10)

1. Athlete endorsement as a sponsorship type
2. Cash flow issues in sports events
3. In-kind sponsorships
4. Naming rights sponsorship

Q. 3. Answer in Short:

(10)

1. Identify any two types of sponsorships used in ISST Sports League 5.0.
2. Give two examples of crowdfunding platform.
3. What is a title sponsor?
4. What are Grants?
5. What is meant by media sponsorship?

Q. 4. Case Study

(10)

A sports academy is organising a 10-day basketball camp. They expect 150 participants, but their current funding covers only 60% of the total expenses. The marketing head suggests designing multiple sponsorship packages (Gold, Silver, Bronze).

Explain how you would:

- Structure these packages
- Fix pricing based on brand visibility
- Identify potential sponsors
- Highlight deliverables to attract them
- Ensure the camp becomes financially sustainable