

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

Sub: Sports Event Management (MBA-S305)

Date: 29/12/2025

Total marks: 60

Time: 2.00 pm To 4.30 pm

Q. 1. Answer in Detail. (30)

1. ISST Sports League is to be planned for January. Prepare a Financial report before the event.
2. Design the Auctions for the ISST Sports League.
3. Explain the process of Risk Assessment with Example.

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

1. Environmental Risks
2. Mega Events vs Hallmark Events
3. Marketing of Events
4. Economic Benefits of Hosting Events

Q. 3. Answer in Short: (10)

1. What is the importance of Sports Events ?
2. What qualities should an event manager possess?
3. Why is Risk assessment important in Sports Events?
4. A vendor supplying equipment delays delivery by two days. Identify & prevent the risk involved.
5. Give 4 examples of Ordinary Events.

Q. 4. Case Study: Risk Assessment for the Inter-University Athletics Championship (10)

Your institute is hosting a one-day Inter-University Athletics Championship at its outdoor stadium. The event includes track events, long jump, high jump, relay races, and shot put. Over 400 athletes, 50 officials, and nearly 1,200 spectators are expected to attend. Multiple institutions will be traveling from different cities.

As the Risk Assessment Officer, you are responsible for identifying potential risks, analyzing their impact, and suggesting preventive or contingency measures.

Event Details:

- The event runs from 7:00 AM to 6:00 PM
- Weather forecast shows high temperature (36°C) with a 10% chance of rain
- The stadium has only two entry/exits
- There is ongoing construction work behind one stand
- Limited shade for spectators
- Medical team consists of one ambulance and two physiotherapists
- Parking area is expected to be crowded due to parallel academic activities
- Shot put and javelin areas are close to a walkway used by volunteers
- Media teams will be setting up cables, cameras, and wiring around the track

Identify *at least five* major risks associated with the event described above, and for each risk, propose a clear preventive measure or solution.