

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

Sub: International Sports Environment (MBA-S402)

Date: 31/12/2025		Total marks: 60	Time: 2.00 pm To 4.30 pm
Q.1	Answer in Detail.	(30)	
1. How global sports tournaments play a vital role in promoting global peace, harmony and sports values? Explain with examples. 2. Evolution of women’s sports in India 3. Impact of technology on athletes performance, global sports tournaments and broadcasting			
Q.2.	Write Short Notes: (Any Two)	(10)	
1. CSR in sports in India 2. Explain the Sports for Development and Peace (SDP) project 3. Trends in global sports 4. What are the positive impacts of mega sports event			
Q.3.	Answer in Short:	(10)	
1. What does the IOC stand for? 2. Who is the Chair person of IOA? 3. Which year the Modern Olympics started? 4. When was the first FIFA World Cup organized? 5. What does IPL stands for?			
Q.4.	Case Study	(10)	
Create a campaign strategy for Sun Risers Hyderabad for IPL 2025.			