

AT-1442

M.B.A. Semester—III (New Course) Examination
FUNDAMENTALS OF MANAGEMENT OF SPORTS
Paper—MBA/3601/SP

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

SECTION—A

1. (a) Explain the nature and scope of Sports Management in India. 14

OR

- (b) What is Sports Management ? State the application of management principles in Sports Management. 14

SECTION—B

2. (a) What do you mean by an event ? What is the role of an event manager for organising a sports event. 7
- (b) Suppose you are working as event manager in renowned event management company. Your company has decided to plan a mega sports event. As an event manager, how would you go ahead with this proposed and how you plan for this event ? Justify. 7

OR

- (c) What is Sponsorship ? Explain the reasons why a company sponsoring a Professional Sports events ? 7
- (d) You are working as Sports Manager in Local Cricket Association. The association has decided to conduct a Cricket League in Summer Season. To promote this league, as a sports manager how you create a sponsorship broucher and proposal to attract sponsorer for sponsoring the event ? 7

3. (a) Explain the nature of organizational environment. Also explain the types of organizational environment. 7
- (b) Do you think that there is existence of organizational politics ? Why do organizational politics emerge ? As a sports manager what measures you would suggest to avoid organizational politics ? 7

OR

- (c) What is organizational structure ? Explain the significance of sound organizational structure. 7
- (d) Which structural model would suit a large sports events such as the Commonwealth or Olympic games ? Why ? Justify your answer. 7

SECTION—C

4. (a) What is organizational change ? Explain the significance of organizational change. 7
- (b) How would you deal with employee who are resisting change because their habits are threatened ? How would you deal with them if they are resisting because of a fear of failure ? 7

OR

- (c) What do you mean by planned change ? What is the importance of planned change for achievement of organizational objectives ? 7
- (d) What is resistance to change ? Explain the process of managing resistance to change. 7

SECTION—D

5. The operating model of Indian Premier League (IPL), a club based format of cricket, conceptualized in 2007 by the Board of Control for Cricket in India (BCCI). The operating model of IPL was based on eight teams representing eight major cities of India. The BCCI invites bids from franchises for owning these teams. The franchises had to pay the franchise fee to BCCI over a few years period after which franchises became the owner of the team forever. After bidding from franchises, bidding for players was also conducted. The brand IPL was promoted by the BCCI as well as the broadcasters where as individual franchises promoted their teams separately. The BCCI and broadcasters first promoted this new cricket format using creative ads and then promoted the concept of different city based teams. IPL being the first such sporting event in India, it was considered a marketing success in creating hype and translating this into revenues for the stakeholders. According to analyst, IPL had taken the game of cricket to the new heights of commercialization and monetization not witnessed anywhere in the world earlier.
- (a) Critically examine the revenue model of IPL and its advertising and promotion strategies. 7
- (b) Do you think that other sports should also promote like IPL ? Justify your answer. 7