Trim: Dec 23–Apr 24	
Maximum Marks: 50 Examination: ETE exam Date: 24-04-24 Duration: 03 hrs	

Programme code: 14 **Programme: MBA SM**	**Class:** FY	**Semester/Trimester: II**
College: K. J. Somaiya Institute of Management	**Name of the department/Section/Center:**	
Course Code: 217P14C208	**Name of the Course: TECHNOLOGY IN SPORTS**	
Instructions: ALL QUESTIONS ARE COMPULSORY		

Question No.		Max. Marks
1.	Which one of these is not a fan engagement technology- a) QR code b) Merchandise buying c) Virtual Reality	1
2.	Name 3 technology innovations being used in IPL 2024	2
3.	Give a short answer on a basic digital broadcast set up - from filming at venue till the signal reaches your smart tv.	2
4.	Name 3 technology innovations you will employ to engage more students in KJ Somaiya Vidyavihar's EKLAVYA sports complex?	2
5.	What is a smart stadium. Name its 3 features.	3
6.	Give an example (name and one-line description) of a smart sports equipment.	2
7.	What type of data do GPS tracking devices in sports primarily collect? a) Heart rate variability b) Player positioning and movement c) Temperature and weather conditions d) Stadium attendance	1
8.	What is the full form of AR technology? 1) Artificial Reality 2) Augmented Reality 3) Artificial Resolution	1
9.	What is the full form of VR technology? 1) Virtual Response 2) Virtual Reality 3) Vibrant Resolution	1
10.	Name TWO differences between AR and VR technologies.	2

11.	What does the E in Esports stand for? 1) Entertainment 2) Encryption 3) Electronic	1
12.	Name TWO differences between Esports and other sports.	2
13.	What is Artificial Intelligence? (explain in 1-2 simple sentences)	2
14.	Give one example of how Artificial Intelligence can be used in Sports.	2
15.	Name 3 smart tech products for Casual Athletes.	3
16.	Name 3 smart tech products for Elite Athletes.	3
17.	What role can social media play in an 18 year old athlete's sporting career? (max 50 words or 5-6 sentences)	5
18.	How can a sports team use social media to engage with its fans? (max 50 words or 5-6 sentences)	5
19.	Technology doping is the practice of gaining a competitive advantage using tech-enabled and "performance-enhancing" sports equipment. The governing authorities of different sports usually make judgment calls about the technological advances in their sport's equipment. What is your opinion on Tech Doping? Do you think allowing it will be good OR bad for the overall global sports ecosystem? --Note: there is no right answer, marks will be decided on your ability to defend your opinion with proper justification (max 100 words or 10-12 sentences)	10