

Trimester: Jan - April 2024		
Examination: End term Examination		
Program code: 14 Program: MBA – Sports Management	Class: SY	Trimester: VI (SVU 2022)
Name of the Constituent College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Sports Management	
Course Code: 217P14C606	Name of the Course: Sponsorship & Mega Sports Event Management	

Maximum Marks: 50
Duration: 3 hrs.

Date: 28.03.24

Instructions: -Answer ANY FIVE questions from the below

Question No.		Max. Marks
Q 1	What are the different “Categories of Sponsor Objectives ”. How does it help to understand these objectives. Give one example of each type of sponsor objectives.	10
Q 2	What are the different “Categories of Sports Property”. Why is it important to know about the sports properties. Give one example of each type of sponsorship related to the sports properties.	10
Q 3	Select any event of your choice and please do the following: a. Indicate the steps involved in preparing a Sponsorship Proposal. b. Prepare a sponsorship proposal for your event to target potential sponsors.	10
Q 4	You are organizing a Intercollegiate football event and have received sponsorship from various companies. Assume any company of your choice as your “Title Sponsor” for your event. Please do the following: a. Explain the concept of Sponsorship Activation b. What kind of activation activities you would carry out for your title sponsor.	10
Q 5	You are the Marketing Manager of your company. You have decided to sponsor a major sporting event (any event of your choice) happening in your city. Please do the following: a. Identify your objective of sponsoring the event. b. Explain the concept of Sponsorship Activation	10

	and Sponsorship Ratio.	
Q 6	What are the different types of Events? Explain briefly with examples and indicate their characteristics	10