

Semester: June – Nov 24		
Maximum Marks: 50 Examination: ETE Exam Date: 06-11-24 Duration: 03 hrs		
Programme code: 14 Programme: MBA SM	Class: SY	Semester/Trimester: III
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center:	
Course Code: 317P14C303	Name of the Course: Sports Licensing and Merchandising	
Instructions: 1. Please write Section A and Section B on different answer sheets as Section A and Section B will be sent to 2 different Evaluators for corrections / evaluation. 2. Answers given in the wrong section will be marked as incorrect. 3. All questions to be answered in Section A 4. In Section B – Question 1 has 2 options, one of which needs to be answered.		

SECTION A

Question No.		Max. Marks
1	What is the importance of engineering and design in sports goods?	2
2	What are the barriers of entry in sports goods manufacturing?	2
3	Describe a good merchandising supply chain.	2
4.	How does brand merchandising increase monetising in sports	3
5.	What makes a good running shoe. Describe the pain points, design and material specifications.	5
6	Give 5 points that make a good sports garment	5
7	Case study: describe a sports brand marketing that stood out to you, what made it special. Elaborate.	6

SECTION B

Question No.		Max. Marks
1	Differentiate between an Assignment and a License OR Mention a few benefits of Licensing	5
2	You are organizing a sporting event, name and explain the various licensing deals and arrangements you can have for purposes of monetization.	10
3	Write a short note on licensing in broadcasting	10