

Sem: June – November 24

Maximum Marks: 50 marks Examination: ETE Exam Date: 13-11-24 Duration: 2 hours

Programme code: 14

Class: FY

Semester/Trimester: 1

Programme: MBA Sports Management

College: K. J. Somaiya Institute of Management

Name of the department/Section/Center: - General Management

Course Code: 317P14C114

Name of the Course: Sports Ventures, Innovation and CSR

Instructions:

Attempt any 5 questions

Attempt each new answer from a fresh page

Question No.		Max. Marks
Q.1	A professional sports team is facing criticism for its environmental impact, including the use of plastic waste and excessive energy consumption. How can the team address these environmental concerns and promote sustainability in their operations?	10 marks
Q.2	Pick any sports and discuss the potential drawbacks of involving fans in CSR initiatives and how these can be mitigated. Give suitable examples to elaborate upon your discussions	10 marks
Q.3	A sports apparel company is considering expanding its operations into a new international market. The company wants to assess the potential risks and opportunities in this market before making a decision <ul style="list-style-type: none"> ● What are the key political factors that could impact the company's operations in the new market? (5 marks) ● How might demographic trends, such as population growth and age distribution, impact the demand for sports apparel? (5 marks) 	10 marks
Q.4	Write short notes on <p>a- Key provisions of CSR Act relevant for sports sector</p> <p>b- Promotion of traditional and regional sports through CSR</p>	10 marks
Q.5	Discuss the role of design thinking in venture innovation process. Discuss the steps of design thinking with suitable examples	10 marks
Q.6	A major sports league has partnered with a tech company to develop a virtual reality platform that allows fans to experience games from the perspective of a player on the field. Distinguish between creativity and innovation in the context of the virtual reality platform described above. How does this platform demonstrate both creativity and innovation, and how do these two concepts differ in their impact on the future of sports fan engagement?	10 marks
Q.7	A professional sports team is considering using artificial intelligence (AI) to analyze fan data and personalize the fan experience. As a consultant to the Team owner, discuss what are the potential advantages and disadvantages of using AI to analyze fan data and personalize the fan experience?	10 marks