

<b>Trim: June – Sep 24</b>		
<b>Maximum Marks: 50 Examination: ETE Exam Date: 06/11/2024 Duration: 2 hours</b>		
<b>Programme code: 14</b>	<b>Class: FY</b>	<b>Semester/Trimester: I</b>
<b>Programme: MBA-Sports Management</b>		
<b>College: K. J. Somaiya Institute of Management</b>	<b>Name of the department/Section/Center:</b>	
<b>Course Code: 317P14C103</b>	<b>Name of the Course: Introduction to Sports and Sports Industry</b>	
<b>Instructions: Total 50 marks. Answer any five questions (10 marks per question). Use examples wherever necessary. State your assumptions clearly.</b>		

Question No.		Max. Marks
1	Use the framework of evolution of sports from recreation to business, and highlight the key events that contributed to the growth of cricket to its current stage.	10
2	A good look at the growth picture in the Indian Sports Industry will reveal that we are not yet a multi-sport nation. Do you agree with this statement? Give your reasons.	10
3	Write a note on how the five pillars of the sports industry in India can work together to improve our performance at global multi-disciplinary sports competitions like the Olympics.	10
4	If we compare OTT media with traditional television, from the point of view of live sports coverage as well as other entertainment content, what are the advantages for the advertiser and the consumer?	10
5	Analyse the macro-environmental factors that could play a role, either as enabler or otherwise, in India's pursuit to be a much stronger footballing nation in the next two decades. You can use known management frameworks if you feel it is appropriate.	10
6	Sports Industry has adjacency with other industries. It doesn't really operate in isolation. Explain.	10