

M. P. Ed 2<sup>nd</sup> Semester Examination 2021  
**Sports Management**  
**MPEC – 202**

Full Marks – 70

Time – 3 Hours

*The figures in the margin indicate full Marks.*

*The candidates are required to give their answers in their own words as far as practicable.  
 Illustrate the answer wherever necessary.*

1. Define sports management. Describe the early and modern concept of sports management. Write down the function of sports management? **2+4+4+5=15**

**OR**

Write down the principle of sports management. What are the different influential factors for successful organization of a sports programme? Describe in brief the steps you should follow for recruitment of personnel for a programme. **4+6+5=15**

2. Describe the different management sectors of sports. Write down about professional sports? Discuss the role of government and government agencies for promotions of sports in India? **5+4+6=15**

**OR**

Define strategic management in sports. Apply the concept for strategic plan to organize the annual athletic meet in a college. Write in details about performance evaluation in sports. **2+6+7=15**

3. Define sports sponsorship. Write down the category of sponsorship. How do you develop a sponsorship proposal? What is brand? Discuss brand managements. **2+2+5+2+4=15**

**OR**

What is sports economics? What is the aim of sports economics? Prepare a budget with modern concept of sports management for revenue of Rs. 10 lakh for a national level football tournament of 8 teams at Standard stadium. Write down about sports finance. **3+3+5+4=15**

4. Describe competitive sports. What are the guidelines for college competitive sports? How do you maintain the stock of equipment? Describe the care and maintenance process of different sports goods. **2+6+2+5=15**

**OR**

What do you mean by public relation? Describe the principles of public relation programme. What are the plan you should follow to develop a good public relation? Describe the method of application of public relation in school and communities. **2+4+4+5=15**

**5. Write short notes (any two):**

**2X5=10**

- a) Micro and macro economics analysis of sports. b) Importance of sports managements.  
 c) Scope of sports management. d) Guideline for checking equipment.