

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION
(B.B.A. IN SPORTS MANAGEMENT)
EXAMINATION : DECEMBER - 2022
SEMESTER - III
Sub. : Sports Event Management (BBA20- 324)

Date : 20/12/2022

Total Marks : 60

Time: 2.00pm to 4.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.
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Q. 1. Choose the most appropriate option. (05)

1. Public event that may be held in private or public venues and only verified members of the press are typically granted access is known as
 - a) Opening Ceremonies
 - b) Live Performances
 - c) Press conferences
 - d) Networking Events
2. An expert at the creative, technical & logistical elements that help an event succeed,
 - a) Project Manager
 - b) Event Manager
 - c) Art Design Manager
 - d) Sports Event Manager
3. A convention is an opportunity for members of the public to
 - a) expand Customer connects
 - b) explore and/or celebrate a shared interest
 - c) expand business connects
 - d) Search for Products
4. The production of an event is planned & executed referring to the
 - a) Green Print
 - b) Blue Print
 - c) Financial planning
 - d) Procurement List
5. Without this a Private Event could become a Public Event,
 - a) List of Guests
 - b) List of Show Flow
 - c) List of Raw Materials
 - d) List of Entertainers

Q. 2. State True / False (05)

1. Public event does not include unsponsored gathering of people
 - a) True
 - b) False
2. Award Ceremonies is a Type of Corporate Event
 - a) True
 - b) False
3. Sports Events is a subdivision of Events
 - a) True
 - b) False
4. Financial Planning is an Important Step After creating the events Blue print
 - a) True
 - b) False
5. Event Manager does not have the responsibility of Client Socializing
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. How are corporate events managed?
2. What are the classifications of event types?
3. State the types of Private events.
4. Write all the Subdivisions of Corporate Events.
5. What is sports event management?

Q. 4. Answer in detail (Any Two) (20)

1. What is a public event? State The types of Public Events and explain them.
2. Who is a Sports Event Manager? Explain the roles of a SEM during events.
3. State all the Disciplines in sports event management and explain them.

Q. 5. Case study (15)

1. A MNC company wants to organize Annual Sports Meet & Awards Night together for all its employees and their Families. Total People Attending the functions would be Approximately around 1000. Clients have special request of separate “Kids Zone” And Special Performances for the evening. Client is also requesting for a Peppy fun going theme for the evening.

Note that the Sports Meet is Happening on different dates and at the end of the meet the awards night/Annual day is being organized. Sports events requested by clients are as follows,

- a) Badminton
- b) Box Cricket
- c) Futsal
- d) Cyclothon

Questions:

1. Explain the whole event planning process you would do, as an event manager for the above given Event. The flow should be from your first meeting with your client till closure of the event and post event follow up.
2. Which type of event does this fall under?
3. What is the type of Venue you would suggest?
4. How would you take care of the Client’s special requests?