

2023

**SPORTS MANAGEMENT AND CURRICULUM DESIGN IN
PHYSICAL EDUCATION**

Paper : MPEC-202

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

1. Describe the principles and functions of Sports Management. 15

Or,

Explain the term 'Personnel Management' and its importance in an organization. 15
2. Write down the need, importance and objectives of the Sports Sponsorship. 15

Or,

Describe the categories of Sports Sponsorship and explain the importance of sponsorship proposals. 15
3. Describe the process of storage, care and maintenance of sports equipment. 15

Or,

Elucidate the importance of Competitive Sports. Which factors need to be taken into consideration for successful organization of a sports competition? 5+10
4. Write short notes on **any two** : 7½×2
 - (a) Meaning and definition of curriculum
 - (b) Theories of curriculum development
 - (c) Factors affecting curriculum
 - (d) Basic principles of curriculum design.
5. Answer the MCQs by choosing the right option given below and writing it down on your answer script (**any ten**) : 1×10
 - (a) Management deals with _____
 - (i) internal environment only
 - (ii) external environment only
 - (iii) both internal and external environment
 - (iv) None of the above.

Please Turn Over

- (b) Management functions include _____
- (i) planning and organizing
 - (ii) directing
 - (iii) controlling
 - (iv) All of these.
- (c) Management skills apply to managers at _____
- (i) Middle level in an organization
 - (ii) Top level in an organization
 - (iii) Executive level in an organization
 - (iv) All levels in an organization.
- (d) Planning is about deciding in advance what should be done on :
- (i) Organizing
 - (ii) Directing
 - (iii) Introspecting
 - (iv) Controlling.
- (e) Managerial Skills Involve _____
- (i) Technical Skills
 - (ii) Human Skills
 - (iii) Conceptual Skills
 - (iv) All of these.
- (f) What would be your strong point when approaching a sponsor?
- (i) Your captive audience
 - (ii) Your past performance
 - (iii) Your future plans
 - (iv) All of these.
- (g) Who is responsible for making decisions about player salaries and contracts in a professional sports organization?
- (i) The Coach
 - (ii) The Players
 - (iii) The General Manager
 - (iv) The Owner.
- (h) What is the main role of a sports sponsorship manager?
- (i) To secure sponsorships and partnerships for the team/player.
 - (ii) To manage the team's budget and finances.
 - (iii) To provide performance analysis for the team.
 - (iv) To develop and arrange training programmes for the players.
- (i) In what ways can a sports team or organization generate revenue?
- (i) Ticket sales, merchandise sales, sponsorships, and television rights
 - (ii) Only through ticket sales
 - (iii) Only through merchandise sales
 - (iv) Only through sponsorships.

- (j) The first step in planning process is:
- (i) Determination of objectives
 - (ii) Resource mobilization
 - (iii) Constraints identification
 - (iv) Evaluation of alternatives.
- (k) The basic functions of management are :
- (i) Planning and organization
 - (ii) Directing and programme development
 - (iii) Personnel management and financial management
 - (iv) All of the above.
- (l) Which committee is responsible for preparing the budget?
- (i) Publicity and Publication Committee
 - (ii) Finance and Budget Committee
 - (iii) Public Relations and Reception Committee
 - (iv) Grounds and Equipment Committee.
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