

## **MASTER OF PHYSICAL EDUCATION (MPed)**

**Semester: III (Nov. - Dec. 2021)**

**Title of the Paper:** Subject Specialization - MPE 0904 (vi) Sports Management

**Time:** 3 hrs + 1 hr (For downloading question paper, Scanning & Uploading of answer scripts) **Max. Marks:** 75

**Note:** Attempt any **FOUR** Questions. All questions carry equal marks.

**Q1.** According to you, what are the differences between Marketing and Advertising, And what qualities does a person need to be successful in the field of Advertising?

**Q2.** You are a Physical Education Teacher in XYZ School, Prepare a budget for Annual Sports Meet.

**Q3.** As the marketing manager of a XYZ Fitness Studio located in Metro city, what societal concerns would be faced by you and what steps would you plan to take care of these concerns? Discuss

**Q4.** As the Store Manager, what are the challenges will you face while preparing Inventory/Stock Chart and suggest suitable ways to overcome these challenges?

**Q5.** Describe in your own words, concept of franchising. What are the pros and cons of Buy a franchise v/s Start your own business? Explain

**Q6.** Arguments:

- A. Marketing is an effective way of engaging customers.
- B. Marketing helps to build and maintain the company's reputation.
- C. Marketing Helps to boosts sales.
- D. Marketing aids in providing insights about your business.

Which is the strongest argument and why?