

MAHATMA GANDHI UNIVERSITY KOTTAYAM
MGU- UGP(HONOURS)
FIRST SEMESTER PRACTICAL EXAMINATION
(2024ADMISSION ONWARDS)
BSM (SEM 1)

MG1DSCSMG100: INTRODUCTION TO SPORTS MANAGEMENT

Total Marks: 35

SL.No	MODE ASSESSMENT	MARKS	DESCRIPTION	CO
1	VIVA	10	About sports organisations, Economic impact of sports, League system and business models	1,4
2	PRESENTATION	25	<ul style="list-style-type: none">• Select a sports organisation of your choice and explain it's business model• Economic impact of hosting major sports events• Select any sports organisation of your choice and explain its organisational structure• Create a league of your own and explain it's business model	2,3,5

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MG1MDCSMG100: LEADERSHIP SKILLS IN MANAGEMENT

Total Marks: 35

SL.No	MODE ASSESSMENT	MARKS	DESCRIPTION	CO
1	VIVA	10	Need and importance of communication in leadership, leadership style, ethics and values, motivation	1,3,6
2	PRESENTATION	25	<ul style="list-style-type: none"> • How communication become an important skill in leadership • Describe organisational structure and different leadership styles in workplace • As a leader, how to perform problem solving using leadership styles in an organisation • How to solve conflict and Crisis management situation in an organisation with example • Describe ethics, values, morality in an organisation • Select a situation and explain motivation theory in management with example 	2,4,5,7,8

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FIRST SEMESTER PRACTICAL EXAMINATION

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BSM (SEM 1)

MG1MDCSMG101: SPORTS AND ENTERTAINMENT MARKETING

TOTAL Marks: 35

SL.No	MODE ASSESSMENT	MARKS	DESCRIPTION	CO
1	VIVA	10	sports marketing principles, Sports and Entertainment landscape,sponsorship dynamics, Sponsorship strategies, marketing campaigns for sports events,	1,3
2	PRESENTATION	25	Ticket sales strategies, event promotion tactics. Branding and Sponsorship decision-making in sports marketing branding for teams and athletes sports marketing strategies	2,4,5