25020282

QP CODE: 25020282

Reg No : .....

Name : .....

BSM DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY CHANCE EXAMINATIONS, FEBRUARY 2025

Fourth Semester

Bachelor of Sports Management

Core Course - SM4CRT13 - DATA ANALYTICS IN SPORTS

2017 Admission Onwards

E519CD4D

Time: 3 Hours Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is data warehousing?
2. Mention any three models that can be used for predictive data analysis.
3. What does a sports analyst do?
4. Define organization and management in sports.
5. How many data formats are available in Excel? Name two of them.
6. How do you calculate the percentage in Excel?
7. Define Regression.
8. Why multiple regression is better that simple regression?
9. What is regression equation?
10. What is prescriptive analytics ?
11. Write a scenario in sports where prescriptive analytics can be used.
12. Write 3 parameters in which a badminton player can be assessed.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Write a short note on the types of data.

14. Which type of data analytics should be used to address a question "what could happen". Justify your answer.
15. How does Data Management system help in sports analytics?
16. What are the benefits of sports analytics?
17. What are the most important functions of Excel?
18. Explain the different parts in “IF Function”.
19. Difference between linear and non-linear regression.
20. What is the significance of regression analysis? Explain using an example.
21. Write any 2 teams who has used analytics to their advantage and also explain their findings.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What are the four fundamental levels of measuring scale? Explain each using examples.
23. How does data analytics play an important role in development of a player.
24. Write in detail about the functions of VLOOKUP and HLOOKUP in Excel.
25. Create an on-field and off-field analytic model for a sports team of your choice.

(2×15=30)