



**QP CODE: 25020283**

**Reg No** : .....

**Name** : .....

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

**Fourth Semester**

Bachelor of Sports Management

**Core Course - SM4CRT14 - SCOUTING AND ATHLETE MANAGEMENT**

2017 Admission Onwards

1682CAE9

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. Who elects the league commissioner?
2. Mention any two representation responsibilities of a sports agent.
3. What does reaching free agency by a professional athlete mean?
4. What is long term athlete development?
5. What is the purpose of talent identification?
6. What are the two main benefits derived from salary caps?
7. How will you make short term income last beyond a professional athletes earning years?
8. What do you understand by an athletes brand?
9. Why financial literacy is vital for a retiring athlete?
10. What is the cause of concussions in sports?
11. Who helps a sportsman to get a transfer?
12. Define a football club.

(10×2=20)

**Part B**

*Answer any **six** questions.*

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



13. Explain the fiduciary duties of a sports agent.
14. Why should young players just play rather than seeking elite status?
15. Briefly explain pre game scouting.
16. What are the elements of a right of publicity claim?
17. How can you brand an athlete?
18. How will athlete branding help in generating revenue?
19. Name any two marketable tennis players and explain the reasons.
20. Explain briefly about financial fair play in sports.
21. Explain buyout and sell-on clauses in football.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

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

22. How can we break into sports industry and grow a sports agency?
23. Explain in detail about minor league sports.
24. What is WTA media deal? Explain LPGA media rights agreement.
25. Explain the life of an agent in football.

(2×15=30)

