

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) FIFTH SEMESTER EXAMINATION OCTOBER 2026
(2024 ADMISSION ONWARDS)
MG5DSCFIM300-GYM INSTRUCTOR ESSENTIALS

Duration 1 hour 30 minutes

Maximum Marks: 50

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Multiple Choice Questions

Answer **All** Questions

Each question carries 1 mark

1. Which of the following is a health-related component of physical fitness?
a) Agility b) Flexibility c) Reaction time d) Coordination
[CO1 | Remembering]
2. The ability of a muscle to exert maximum force against resistance is called:
a) Speed b) Strength c) Agility d) Balance
[CO1 | Remembering]
3. The gradual increase in training stress to produce further adaptation is known as:
a) Recovery b) Overload c) Relaxation d) Repetition
[CO1 | Understanding]
4. Which of the following is a macronutrient?
a) Vitamin C b) Calcium c) Protein d) Iron
[CO2 | Remembering]
5. The primary purpose of health screening before exercise is to:
a) Increase body weight b) Identify potential health risks
c) Improve flexibility immediately d) Increase training volume
[CO2 | Understanding]
6. Which of the following is most appropriate as an immediate first-aid response to a minor sprain?
a) Continue exercising b) Apply appropriate first aid and rest the injured area
c) Increase resistance training d) Perform maximal stretching
[CO1 | Applying]
7. Which factor is most directly associated with recovery from training?
a) Adequate rest b) Excessive overload c) Reduced sleep d) Dehydration
[CO1 | Understanding]
8. Which of the following is a skill-related fitness component?
a) Body composition b) Cardiovascular endurance c) Agility d) Flexibility
[CO1 | Remembering]
9. A training programme should primarily be planned according to:
a) Random exercise selection b) Individual goals and fitness level

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- c) The programme of another athlete d) Maximum possible training load
[CO2 | Applying]

10. Which practice best promotes safety in a gym environment?

- a) Ignoring equipment instructions
- b) Using equipment without supervision
- c) Maintaining proper technique and equipment safety
- d) Training through severe pain

[CO2 | Applying]

(1X10 = 10 Marks)

Part B

Short Answer Type Questions

Answer **10** Questions

Each question carries **2** marks

11. Define physical fitness. [CO1 | Remembering]

12. List any four health-related components of fitness. [CO1 | Remembering]

13. Differentiate between health-related and skill-related fitness.
[CO1 | Understanding]

14. Explain the meaning of training load. [CO1 | Understanding]

15. What is meant by overload? [CO1 | Remembering]

16. State any two principles of overload. [CO1 | Remembering]

17. Mention the aims of first aid. [CO1 Understanding]

18. Differentiate between macronutrients and micronutrients with examples.
[CO2 | Understanding]

19. What is sports nutrition? [CO2 | Remembering]

20. Why is health screening important before beginning an exercise programme?
[CO2 | Understanding]

21. Mention any four safety measures to be followed in a gym.
[CO2 Remembering]

22. What are motivation and adherence in an exercise programme?
[CO2 | Understanding]

(2X10 = 20 Marks)

Part C
Short Essay Type Questions
Answer **4** Questions
Each question carries **5**marks

23. Explain the major health-related and skill-related components of physical fitness. Discuss their importance for different populations.

[CO1 | Analyzing]

24. Explain the concept of load and adaptation. Discuss overload, total training load and recovery in the development of physical fitness.

[CO1 | Analyzing]

25. Explain the principles and aims of first aid. Discuss the appropriate response to an exercise-related emergency in a gym environment.

[CO1 | Applying]

26. Discuss macronutrients and micronutrients and explain their importance in sports nutrition and goal-specific fuelling.

[CO2 | Analyzing]

27. Explain the importance of health screening and fitness testing in exercise programme planning. Discuss suitable testing methods that may be used in a gym.

[CO2 | Analyzing]

28. Design a basic training programme for a beginner based on individual goals, fitness level, safety considerations, motivation and adherence. Justify your programme.

[CO2 | Creating]

(4 x 5 = 20 Marks)

Name

1. The immediate energy system, which provides ATP for about 10-15 seconds of maximal effort is the [K, CO2]
 - a) Oxidative system
 - b) Glycolytic system
 - c) ATP-PC system
 - d) Beta-oxidation system
2. The process of breaking down triglycerides into fatty acids and glycerol for energy is called [K, CO5]
 - a) Glycogenesis
 - b) Lipolysis
 - c) Gluconeogenesis
 - d) Ketogenesis
3. At the neuromuscular junction, the neurotransmitter released from the motor neuron to stimulate skeletal muscle contraction is [K, CO 3]
 - a) Norepinephrine
 - b) Dopamine
 - c) Acetylcholine
 - d) Serotonin
4. The "second wind" phenomenon during prolonged exercise is best described as..... [U, CO 3]
 - a) A sudden drop in core body temperature
 - b) A subjective feeling of relief and reduced dyspnea after initial discomfort
 - c) A massive spike in blood lactate concentration
 - d) The complete depletion of muscle glycogen stores
5. Essential fat is necessary for normal physiological function and is found in [K, CO 6]
 - a) Subcutaneous tissue only
 - b) Visceral depots only
 - c) Bone marrow, heart, lungs, and CNS
 - d) Adipose tissue exclusively
6. Body composition refers to the relative proportions of [K, CO 6]
 - a) Water and protein only
 - b) Fat mass and fat-free mass
 - c) Bone density and muscle mass only
 - d) Intracellular and extracellular fluid
7. The gender difference in hemoglobin concentration typically results in females having a lower [U, CO 7]
 - a) Resting heart rate
 - b) Arteriovenous oxygen difference
 - c) Total peripheral resistance
 - d) Blood glucose level
8. Which of the following cardiovascular variables is typically higher at rest in females compared to males? [U, CO 7]
 - a) Stroke volume
 - b) Cardiac output
 - c) Resting heart rate
 - d) Blood volume
9. The age-related loss of skeletal muscle mass and strength is termed as [K, CO 1,2]
 - a) Osteopenia
 - b) Sarcopenia
 - c) Dynapenia
 - d) Atrophy

10. The "talk test" is a practical tool for exercising pregnant women and older adults to[U, CO 1,6]
- a) Assess respiratory muscle strength
 - b) Monitor exercise intensity
 - c) Measure lung capacity
 - d) Evaluate verbal cognitive function

Part B

Short Answer Type Questions

Answer any 5 Questions

Each question carries 2 marks ($5 \times 2 = 10$)

- 11. Define excess post-exercise oxygen consumption. [K, CO 2]
- 12. List four specific physiological adaptations that occur in skeletal muscle following a chronic endurance training program. [K, CO 3]
- 13. Explain the physiological mechanism behind the "diaphragmatic fatigue" that can occur during very prolonged endurance events? [U, CO 3]
- 14. Distinguish between essential fat and storage fat. [U, CO 6]
- 15. Describe the differences between males and females in terms of body fat distribution. [U, CO 7]
- 16. What is the FITT-VP principle for prescribing exercise to older adults? [U, CO 1,2]
- 17. What is "hypoglycemia unawareness" in diabetic patients? [U, CO 2,6]

Part C

Short Essay Type Questions

Answer any 4 Questions

Each question carries 5 marks ($4 \times 5 = 20$)

- 18. Discuss how all three energy systems contribute to ATP production during a 400m sprint. [An, CO 2,5]
- 19. Discuss how anaerobic training affects the nervous system. [U, CO 3]
- 20. Describe the rationale and standard procedure for using skinfold calipers to estimate body composition. [Ap, CO 6]
- 21. Explain the physiological differences between males and females in thermoregulation during exercise in a hot environment. [An, CO 3]
- 22. Discuss the physiological benefits of regular physical activity during a normal pregnancy for both the mother and the fetus. [U, CO 2,3]
- 23. Explain the differences in endurance training adaptations between males and females. [An, CO 7]

Part D

Essay Type Questions

Answer any 2 Questions

Each question carries 15 marks ($2 \times 15 = 30$)

- 24. Explain how pulmonary ventilation, diffusion gradient, and blood oxygen saturation are affected in hot, humid and high altitude conditions? [An, CO 4]
- 25. Design a practical protocol for monitoring body composition changes over a 6-month competition season. Include recommendations for standardization of measurement conditions. [C, CO 6]

26. Based on sex differences in substrate metabolism, recommend distinct carbohydrate and fat fueling strategies for athletes during the marathon race. [C, CO 7]
27. Explain the different types of skeletal muscle fibers and discuss their structural and functional characteristics. How do these fiber types influence athletic performance? [An, CO 3]

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MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS) MODEL QUESTION PAPER AUGUST 2026

Semester V

DSC B - MGS5DSCSAC300 - ENERGY EXPENDITURE AND FATIGUE

(2024 ADMISSION ONWARDS)

Duration: 1 hour 30 minutes

Maximum Marks: 50

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

PART A

Very Short Answer

Answer all questions

Each question carries 1 marks

1. Which of the following is a high-energy phosphate compound? [K] / [CO1]
(a) ATP (b) Glucose (c) Glycogen (d) Fatty acid
2. Which nutrient is the major energy source for high-intensity exercise? [U] / [CO1]
a) Carbohydrate (b) Vitamin (c) Mineral (d) Water
3. Which energy system provides immediate energy for very short-duration activity? [U] / [CO2]
(a) ATP-PCr (b) Oxidative (c) Glycolytic (d) Protein oxidation
4. The glycolytic system primarily breaks down: [U] / [CO2]
(a) Carbohydrate (b) Vitamin (c) Mineral (d) Water
5. Which hormone is commonly associated with increasing blood glucose during exercise? [U] / [CO4]
(a) Glucagon (b) Insulin (c) Melatonin (d) Thyroxine
6. Regulation of carbohydrate metabolism during exercise mainly helps to maintain: [U] / [CO5]
(a) Energy availability (b) Bone length (c) Hair growth (d) Vision
7. Overtraining syndrome is most closely associated with: [U] / [CO6]
(a) Prolonged inadequate recovery (b) Adequate recovery (c) Short warm-up (d) Balanced diet alone
8. Neuromuscular fatigue primarily affects the ability of the: [U] / [CO7]

- (a) Nervous and muscular systems (b) Digestive system only (c) Skin only (d) Skeletal system only
9. Which of the following may contribute to metabolic fatigue? [U] / [CO6]
(a) Accumulation of metabolic by-products (b) Improved recovery (c) Adequate rest (d) Proper hydration
10. Pre-competition nutrition is mainly intended to support: [U] / [CO3]
(a) Energy availability and performance (b) Sleep alone (c) Bone growth only (d) Hair growth
- [1x10 = 10]**

PART B

short answer

Answer any **10** questions

Each question carries **2** marks

11. Define bioenergetics and explain its importance during exercise. [U] / [CO1]
12. Differentiate between carbohydrate, fat and protein as energy sources during exercise. [U] / [CO1]
13. Explain the role of the ATP-PCr system during short-duration, high-intensity exercise. [U] / [CO2]
14. Describe the glycolytic system and state its importance during exercise. [U] / [CO2]
15. Explain the role of the endocrine system during exercise. [U] / [CO4]
16. Explain the regulation of carbohydrate metabolism during exercise. [U] / [CO5]
17. Explain the regulation of fat metabolism during exercise. [U] / [CO5]
18. Describe the concept of fatigue and identify its major causes. [U] / [CO6]
19. Differentiate between functional overreaching and overtraining syndrome. [An] / [CO6]
20. Explain how metabolic by-products and energy depletion contribute to fatigue. [An] / [CO6]
21. Distinguish between central and peripheral mechanisms of fatigue. [An] / [CO7]
22. Explain the role of pre- and post-competition nutrition in supporting exercise performance and recovery. [U] / [CO3]

[2x10 = 20]

PART C

short essay

Answer any **4** questions

Each question carries **5** marks

23. Discuss the major energy systems involved in exercise and explain how their contribution varies with exercise intensity and duration. [An] / [CO2]
24. Explain the hormonal regulation of metabolism during exercise, with suitable examples of important hormones. [U] / [CO4]
25. Analyse the regulation of carbohydrate and fat metabolism during exercise. [An] / [CO5]

26. Discuss the causes of fatigue and explain the fitness-fatigue paradigm in relation to functional overreaching and overtraining syndrome. [An] / [CO6]
27. Analyse the roles of lactic acid, hydrogen ions and neuromuscular factors in the development of fatigue. [An] / [CO7]
28. Explain the contribution of the oxidative system and oxidation of fat and protein to energy production during prolonged exercise. [U] / [CO3]

[5x4 = 20]

MAHATMA GANDHI UNIVERSITY, KOTTAYAM MGU-UGP (HONOURS)
FIFTH SEMESTER EXAMINATION MODEL QUESTION PAPER
COURSE NAME: YOGIC AND WELLNESS
Course Code: MG5DSCSAC301

Duration: 1.30 Hours

Maximum Marks: 50

Part A

Multiple Choice Questions

Answer All Questions

Each question carries 1 mark ($10 \times 1 = 10$)

1. Which of the following is one of the eight limbs of Yoga? [K, CO1]

- a) Ayurveda
- b) Pranayama
- c) Dhyana
- d) Both b and c

2. Which type of Yoga emphasizes selfless action? [K, CO1]

- a) Bhakti Yoga
- b) Jnana Yoga
- c) Karma Yoga
- d) Hatha Yoga

3. Which of the following is a standing asana? [K, CO3]

- a) Savasana
- b) Vrikshasana
- c) Sukhasana
- d) Matsyasana

4. Which asana is commonly known as the Corpse Pose? [K, CO3]

- a) Savasana
- b) Tadasana
- c) Halasana
- d) Vajrasana

5. Which of the following is a balancing asana? [U, CO3]

- a) Vrikshasana
- b) Bhujangasana
- c) Paschimottanasana
- d) Savasana

6. Which asana is classified as a backbend? [K, CO3]

- a) Uttanasana
- b) Chakrasana
- c) Sukhasana
- d) Malasana

7. Bhramari Pranayama is characterized by [U, CO3]

- a) Rapid abdominal breathing
- b) Humming sound
- c) Breath retention only
- d) Alternate leg movement

8. Yoga can help in stress management by [U, CO4]

- a) Promoting relaxation
- b) Improving mental well-being
- c) Developing mindfulness

d) All of the above

9. Which of the following is mentioned as a therapeutic application of Asana? [U, CO5]

a) Low back pain

b) Diabetes

c) Anxiety and depression

d) All of the above

10. Which pranayama involves alternate nostril breathing? [K, CO3]

a) Bhramari

b) Nadishodhana

c) Sheetali

d) Ujjayi

Part B

Short Answer Type Questions

Answer any 10 Questions

Each question carries 2 marks (10 × 2 = 20)

11. Explain the significance of the eight limbs of Yoga. [U, CO1]

12. Differentiate between Karma Yoga and Bhakti Yoga. [U, CO1]

13. Explain how Yogic principles can be applied in personal and professional life. [A, CO2]

14. Define Asana and mention any two types of Asanas with examples. [K, CO3]

15. Distinguish between balancing Asanas and twisting Asanas with one example each. [U, CO3]

16. Mention two Asanas suitable for improving physical balance and concentration. [A, CO3]

17. What are Kriyas? Name any two Kriya techniques and state their importance. [U, CO6]

18. What is Pranayama? Explain the relationship between breath and Prana. [U, CO3]

19. Differentiate between Nadishodhana and Bhramari Pranayama. [An, CO3]

20. Mention any two benefits of Pranayama for physical and mental health. [U, CO3]
21. Define meditation and mention any two meditation techniques. [K, CO6]
22. How can meditation and mindfulness help in stress management. [A, CO4]

Part C

Short Essay Type Questions

Answer any 4 Questions

Each question carries 5 marks ($4 \times 5 = 20$)

23. Explain the philosophical foundations of Yoga and discuss the role of Yoga in Indian culture. [U, CO1]
24. Describe the eight limbs of Yoga and explain the significance of any five limbs in the development of an individual. [U, CO1]
25. Explain the different styles of Asanas like standing, seated, supine, inverted, balancing, twisting, backbends and forward bends with suitable examples. [U, CO3]
26. Explain the therapeutic applications of Asanas for musculoskeletal, respiratory, cardiovascular, digestive and mental health conditions, giving suitable examples. [An, CO5]
27. Explain the role of Kriyas in Yogic practice and describe any four Kriya techniques. [A, CO6]
28. Discuss the nature of meditation and consciousness. Explain any four meditation techniques and their benefits for mental well-being. [An, CO4]

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**BSM (Honours) DEGREE EXAMINATION, November 2026 Fifth
SEMESTER**

BACHELOR OF SPORTS MANAGEMENT (BSM)

DSC: MG5DSCSMG300

**SPORTS FAN ENGAGEMENT AND TICKETING
2024 ADMISSION ONWARDS**

Time: 2 Hours**Total Marks: 70**

CO No	Course Outcomes
1	Understand the evolving landscape of sports fandom: Identify key demographics, motivations, and expectations of contemporary sports fans.
2	Analyze the impact of technology and media: Explore the role of social media, mobile apps, streaming platforms, and virtual reality in fan engagement.
3	Develop a strategic approach to engagement: Create comprehensive plans based on identified goals, target audiences, and desired outcomes.
4	Harness the power of data and analytics: Measure the effectiveness of engagement initiatives and refine strategies based on insights.
5	Develop ethical considerations: Understand the importance of responsible practices in data collection, fan privacy, and communication.
6	Understand the sport ticketing ecosystem: Identify key stakeholders, revenue streams, and legal considerations.
7	Analyze pricing strategies: Explore demand-based pricing, variable pricing, and package structures.
8	Develop best practices for customer service: Implement strategies for handling inquiries, resolving issues, and building fan loyalty.
9	Implement effective inventory management: Utilize forecasting, allocation, and distribution strategies.

Part A (Short Answer Questions) Answer Any Ten Questions (Marks 2 each)				Module & Unit
1.	Explain any two motivations that influence sports fan behaviour?	CO1	U	1.1
2.	What is meant by revenue streams in sports ticketing? Mention any two financial considerations involved in ticketing.	CO2	U	3.4
3.	Mention any two promotional or contest-based techniques that can create excitement among sports fans.	CO2	U	2.2
4.	Identify any two important trends or key players in the sports ticketing industry.	CO9	U	3.3
5.	What is fan segmentation? Mention any two bases used for profiling diverse fan groups	CO1	U	1.2

6.	What is a Key Performance Indicator (KPI) ? Mention any two KPIs used to assess fan engagement.	CO2	U	2.4
7.	Explain any two methods of collecting fan feedback for improving engagement initiatives.	CO1	U	3.2
8.	What is community building in sports fan engagement? State one benefit of fostering fan interaction.	CO3	U	1.6
9.	Analyse how changes in media consumption can influence the behaviour of sports fans.	CO8	An	1.3
10.	Explain any two ways in which social media platforms can be used effectively for fan engagement.	CO2	U	1.5
11.	Identify any two important elements of engaging sports content and narratives.	CO3	U	1.4
12.	What is gamification? Give one example of a game mechanic that can be used to engage sports fans.	CO2	U	2.1
(10 × 2 = 20 Marks)				

Part B (Short Essay Questions) Answer any Six Questions (Marks 5 each)				
13.	A sports club receives declining attendance despite having an active fan base. Analyse the event experience factors that could be improved to increase both on-site and virtual fan engagement.	CO5	An	2.3
14.	How can a sports organisation measure the impact of a fan engagement initiative? Explain any five relevant approaches or measures.	CO4	An	3.1
15.	A sports organisation is expecting a high-demand event. Apply suitable inventory forecasting, allocation and distribution strategies to ensure that tickets are efficiently managed.	CO9	A	4.1
16.	A sports organisation has collected engagement data from social media, ticketing and fan interactions. Explain how data analysis tools and techniques can be applied to identify useful patterns and improve fan engagement strategies.	CO4	A	2.5
17.	Explain how effective customer service practices can build fan loyalty. Also discuss the impact of secondary ticketing markets on fans and sports organisations.	CO6	An	3.7
18.	Analyse the major pricing strategies, including dynamic pricing, packages and promotions, that can be used to improve sports ticket sales.	CO3	An	3.5
19.	A sports organisation wants to improve its engagement programme while protecting fan information. Analyse the role of feedback mechanisms, continuous improvement and ethical considerations in data collection and fan privacy.	CO1	An	3.2
20.	Develop suitable marketing and communication channels for promoting a sports event to a clearly identified target audience. Justify your choices.	CO6	A	3.6

(6 x 5 = 30 Marks)

Part C (Essay Questions)

Answer any **Two** Question (Marks 10 each)

21.	A sports organisation plans to introduce a fully digital ticketing system for a major event. Evaluate the effectiveness of ticketing platforms, digital solutions, mobile ticketing and contactless payment systems in improving the overall ticketing experience.	CO8	E	4.2
22.	A major sporting event has experienced problems involving counterfeit tickets and unauthorised access. Evaluate the security and fraud-prevention measures that should be incorporated into the ticketing operation.	CO7	E	4.3
23.	A sports organisation is planning a ticketing campaign for a specific sporting event. Evaluate the major components that should be considered while designing and simulating the campaign, including target fans, pricing, promotion, ticket distribution, customer service and measurement of outcomes.	CO3	E	4.5
24.	A sports organisation wants to use ticketing and fan data to improve future decision-making. Evaluate how data analytics and insights can support ticketing decisions, fan engagement and organisational performance.	CO3	E	4.4
(2 × 10 = 20 Marks)				

QP Code

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MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU UGP (HONOURS) FIFTH SEMESTER MODEL EXAMINATION (2024 Admission Onwards)

Course Name: Community Coaching

Course Code: MG5DSEPE301

Duration :2 Hours

Total Marks : 70

Remember(K), Understand(U), Apply(A), Analyse (An), Evaluate(E), Create(C), Skill(S), Interest (I) and Appreciation (Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part - A

MCQ

Answer ***all*** questions.

Each question carries 1 mark.

1. The primary role of a community coach is to promote [CO1 : K]
 - A. Competition
 - B. Fitness
 - C. Isolation
 - D. Sports
2. A season plan mainly helps a coach to ? [CO6: E]
 - A. Delay
 - B. Observe
 - C. Compete
 - D. Organize
3. Basic motor skills are developed through systematic ? [CO4: U]
 - A. Training
 - B. Sleeping
 - C. Watching
 - D. Resting
4. Constructive feedback is mainly used to improve player ? [CO5: A]
 - A. Performance
 - B. Conflict
 - C. Anxiety
 - D. Isolation
5. Inclusive coaching promotes participation among players with [CO6: U]
 - A. Diversity
 - B. Uniformity
 - C. Exclusion
 - D. Separation
6. A coach acting as a mentor primarily supports player [CO5: E]
 - A. Development
 - B. Isolation
 - C. Conflict
 - D. Neglect
7. Real-time coaching adjustments are made during [CO1: U]
 - A. Sessions
 - B. Holidays
 - C. Meetings
 - D. Travel
8. Video analysis tools are used to study player [CO6: U]
 - A. Performance
 - B. Attendance

- C. Uniform
- D. Nutrition
- 9. In-game decision-making is an important part of [CO2: An]
 - A. Coaching
 - B. Fundraising
 - C. Mentoring
 - D. Planning
- 10. Demonstration and modelling techniques help players understand [CO1: U]
 - A. Skills
 - B. Rules
 - C. Budgets
 - D. Policies

[1x10 = 10]

Part - B

Short Answer Questions

Answer any 5 questions.

Each question carries 2 marks .

- 11. Mention two uses of video analysis tools in coaching. [CO6: U]
- 12. What is the role of a coach as a mentor? [CO5: E]
- 13. What is meant by inclusive coaching? [CO6: U]
- 14. Mention two purposes of creating a season plan. [CO6: E]
- 15. What is the importance of communication in community coaching? [CO1: K]
- 16. What is constructive feedback? [CO5: A]
- 17. What is the purpose of post-game analysis? [CO2: An]

[2x5 = 10]

Part-C

Short Essay Questions

Answer any 4 questions.

Each question carries 5 marks .

- 18. Explain the uses of video analysis tools and performance-tracking software in coaching. [CO6: U]
- 19. Explain the role of the coach as a mentor and discuss ways of developing leadership skills among players. [CO5: E]
- 20. Explain how a coach can build a positive team culture. [CO7: K]
- 21. Explain the major legal and safety considerations that a community coach should follow. [CO3: U]
- 22. Explain the different motivation techniques used for diverse groups and discuss methods for building player confidence. [CO2: U]
- 23. Explain the role of crisis communication in community coaching. [CO3: K]

[5x4 = 20]

PART D

Essay Type Questions

Answer any 2 questions.

Each question carries 15 marks.

- 24. Discuss the importance of post-game analysis and feedback in coaching. [CO2: An]
- 25. Explain the role of team-building activities in developing positive player relationships. [CO7: K]
- 26. Explain the main steps in conducting an on-field coaching session. [CO1: U]
- 27. Explain the safety and legal responsibilities of a community coach. [CO3: U]

[15x2 = 30]

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
FIFTH SEMESTER EXAMINATION
MODEL QUESTION PAPER
COURSE NAME: SPORTS MARKETING
Course Code: MG5DSEPES303

Duration: 2 Hours

Maximum Marks: 70

Part A

Multiple Choice Questions

Answer All Questions

Each question carries 1 mark ($10 \times 1 = 10$)

1. Which marketing philosophy assumes that consumers will favor products that offer the most quality, performance, and innovative features? (U, CO1)
 - a) Production concept
 - b) Product concept
 - c) Selling concept
 - d) Holistic marketing concept
2. A human need backed by buying power is termed as a: (E, CO4)
 - a) Want
 - b) Demand
 - c) Desire
 - d) Value
3. The practice of building long-term, mutually satisfying relations with key parties such as customers, suppliers, and distributors is known as: (U, CO1)
 - a) Transactional marketing
 - b) Experiential marketing
 - c) Relationship marketing
 - d) Societal marketing
4. Dividing a heterogeneous market into distinct, homogeneous groups of buyers with common characteristics is known as: (U, CO1)
 - a) Positioning
 - b) Target selection
 - c) Market segmentation
 - d) Market aggregation
5. What is the first formal stage in the systematic marketing research process? (C, CO3)
 - a) Developing the research plan
 - b) Defining the problem and research objectives
 - c) Collecting relevant information
 - d) Formulating the forecasting model
6. Which element of the traditional marketing mix represents the only "P" that directly generates revenue? (A, CO2)
 - a) Product
 - b) Place

- c) Price
 - d) Promotion
7. At which stage of the consumer buying decision process does a customer evaluate whether their expectations matched actual product performance? (E, CO4)
 - a) Information search
 - b) Evaluation of alternatives
 - c) Purchase decision
 - d) Post-purchase behavior
 8. At which stage of the Product Life Cycle (PLC) do sales typically peak while competition and price pressures reach their highest intensity? (A, CO2)
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
 9. Which component of the promotional mix involves short-term incentives to encourage immediate trial or purchase of a product or service? (A, CO2)
 - a) Advertising
 - b) Public relations
 - c) Sales promotion
 - d) Personal selling
 10. Delivering live streaming and broadcasting rights of sporting tournaments across international digital platforms is a prime example of: (E, CO4)
 - a) Direct selling
 - b) Globalization of sports products
 - c) Product bundling
 - d) Reverse logistics

Part B

Short Answer Type Questions

Answer any 5 Questions

Each question carries 2 marks ($5 \times 2 = 10$)

11. Distinguish between a **need** and a **want** with a suitable example. (A, CO2)
12. Define experiential marketing. (U, CO1)
13. What is the primary purpose of **positioning** in the STP framework? (U, CO1)
14. List any four quantitative techniques used in market demand forecasting. (E, CO4)
15. Mention two major differences between consumer markets (B2C) and business markets (B2B). (E, CO4)
16. Name the five basic levels of a product according to Philip Kotler. (C, CO3)
17. What is meant by Integrated Marketing Communication (IMC)? (A, CO2)

Part C

Short Essay Type Questions

Answer any 4 Questions

Each question carries 5 marks ($4 \times 5 = 20$)

18. Explain the **evolution** of marketing management orientations from the production concept to the holistic marketing concept. (U, CO1)
19. Discuss the micro and macro environmental forces that influence an organization's marketing decisions.(U, CO1)
20. Outline the systematic steps involved in conducting a marketing research project. (C, CO3)
21. Explain the major factors (cultural, social, personal, and psychological) that influence consumer buying behaviour. (E, CO4)
22. Describe the stages of the **New Product Development (NPD)** process along with key challenges faced by marketers during execution. (A, CO2)
23. Explain the elements of the Marketing Communication Mix, highlighting the distinct role of personal selling versus direct marketing.(A, CO2)

Part D

Essay Type Questions

Answer any 2 Questions

Each question carries 15 marks (2 × 15 = 30)

24. Critically examine the role of marketing in society. How does societal marketing differ from traditional relationship marketing in addressing sustainability and ethical responsibilities? (U, A, CO1, CO2)
25. Elaborate on the concepts of Market Segmentation, Targeting, and Positioning (STP). Discuss the criteria required for effective market segmentation and explain various measures used to estimate current and future market demand. (U, E, CO1, CO4)
26. Detail the five-stage consumer buying decision process with a practical scenario. (A, C, E, CO2, CO3, CO4)
27. Describe the key components of the communication process and explain why organisations adopt Integrated Marketing Communication (IMC) to maintain brand consistency. (U, E, CO4, CO5)

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
FIFTH SEMESTER EXAMINATION
MODEL QUESTION PAPER
COURSE NAME: SPORTS NUTRITION ESSENTIALS
Course Code: MG5DSEPES305

Duration: 2 Hours

Maximum Marks: 70

Part A

Multiple Choice Questions

Answer All Questions

Each question carries 1 mark ($10 \times 1 = 10$)

1. Which of the following best describes the primary purpose of sports nutrition? [U, CO 1]
 - a) To reduce the training frequency of athletes.
 - b) To support health, performance and recovery through appropriate nutrition.
 - c) To replace physical training with dietary strategies.
 - d) To eliminate the need for hydration.
2. Which nutrient is the body's major source of energy during high-intensity exercise? [K, CO 2]
 - a) Carbohydrate
 - b) Protein
 - c) Vitamins
 - d) Minerals
3. Which of the following is an important principle of hydration before exercise? [U, CO 4]
 - a) Begin exercise dehydrated.
 - b) Avoid all fluids before exercise.
 - c) Start exercise adequately hydrated.
 - d) Drink only after exercise.
4. The main nutritional objective of a post-exercise meal is to promote: [U, CO 4,5]
 - a) Dehydration
 - b) Glycogen replenishment and muscle repair.
 - c) Appetite suppression
 - d) Reduction of recovery time by avoiding food.
5. Which nutrient has a central role in fuelling endurance activities? [K, CO 3]
 - a) Carbohydrate
 - b) Vitamin C
 - c) Calcium
 - d) Water

6. Which nutritional strategy is commonly associated with preparation for long-distance endurance events? [An, CO 3]
- a) Carbohydrate loading
 - b) Complete fasting
 - c) Avoiding fluids
 - d) Eliminating carbohydrates
7. Which approach is most appropriate for healthy weight loss in an athlete? [E, CO 3,4]
- a) Severe calorie restriction
 - b) A moderate and sustainable energy deficit.
 - c) Skipping meals regularly
 - d) Eliminating all dietary fat
8. Which practice is most appropriate for healthy weight gain while maintaining performance? [A, CO 3]
- a) A moderate, controlled energy surplus
 - b) Prolonged fasting
 - c) Rapid excessive overeating
 - d) Avoiding protein
9. Which of the following is an unhealthy weight-control practice that athletes should avoid? [An, CO 3,4]
- a) Monitoring body composition appropriately
 - b) Gradual dietary adjustment
 - c) Severe restriction and rapid weight loss
 - d) Seeking professional guidance
10. Which psychological factor can influence athletic weight management? [U, CO 3,4]
- a) Body image pressure
 - b) Muscle glycogen only
 - c) Fluid temperature only
 - d) Meal colour

Part B

Short Answer Type Questions

Answer any 5 Questions

Each question carries 2 marks ($5 \times 2 = 10$)

11. Define sports nutrition and state its importance in athletic performance. [U, CO 1]
12. List any four essential nutrients and mention one role of each. [K, CO 2]
13. What are the general principles of hydration before and during exercise? [U, CO 1,4]
14. What is pre-exercise nutrition? Mention any two factors affecting meal timing. [U, CO 4,5]
15. What is glycogen replenishment and why is it important after exercise? [K, CO 2,5]
16. State any four nutritional requirements of endurance athletes. [K, CO 3]
17. What are the psychological factors that influence weight management in athletes? [An, CO 3,4]

Part C

Short Essay Type Questions

Answer any 4 Questions

Each question carries 5 marks ($4 \times 5 = 20$)

18. Explain the principles of sports nutrition and discuss their significance in athletic performance. [U, CO 1,3]
19. Explain the timing and composition of meals before training and competition. [U, CO 4,5]
20. Discuss nutritional considerations for optimal recovery, including glycogen replenishment, muscle repair and rehydration. [An, CO 2,4,5]
21. Explain the specialized nutritional needs of endurance athletes and the major fuelling strategies used during long-distance events. [An, CO 3]
22. Describe the nutritional requirements and dietary strategies for strength and power activities. [U, CO 2,3]
23. Explain healthy approaches to weight loss and weight gain while maintaining athletic performance. [E, CO 3,4]

Part D

Essay Type Questions

Answer any 2 Questions

Each question carries 15 marks ($2 \times 15 = 30$)

24. Explain in detail the principles and significance of sports nutrition. Discuss the classification, roles and sources of nutrients and explain hydration strategies before, during and after exercise. [K, U, CO 1,2,4]
25. Discuss pre- and post-exercise nutrition in detail. Explain meal timing and composition, balancing energy needs with digestive comfort, glycogen replenishment, muscle repair, rehydration and practical recovery strategies. [A, An, CO 4,5]
26. Explain the nutritional requirements of endurance, strength and power athletes. Discuss carbohydrate fuelling, protein needs, hydration, competition-day nutrition, muscle development and recovery. [U, An, CO 2,3]
27. Explain healthy weight management strategies for athletes. Discuss weight loss, weight gain, evaluation of body composition, unhealthy weight-control practices, low energy availability, psychological factors, and the role of the coach/trainer in supporting a healthy mindset. [E, An, CO 3,4]

QP CODE:

Reg No:

Name:

BSM (Honours) DEGREE EXAMINATION, October 2026

Fifth SEMESTER

BACHELOR OF SPORTS MANAGEMENT (BSM)

**DSE: MG5DSESMG304: Financial Management
for Sports**

2024 ADMISSION ONWARDS

Time: 2 Hour

Total Marks: 70

**Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C),
Skill(S), Interest(I) and Appreciation(Ap)**

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

PART A – SHORT ANSWER

Answer any 10 questions. Each question carries 2 marks.

1. What is the role of finance in organizing a sports enterprise? [CO1, U]
2. What is the Accounting Period Concept? [CO1, U]
3. What is meant by Assets? [CO5, U]
4. What is a Journal Entry? [CO5, U]
5. Name any two accounts that normally have a Credit balance. [CO5, U]
6. What is Gross Loss? [CO3, U]
7. What is cash outflow? [CO3, U]
8. State any two uses of Estimated Cost. [CO4, U]
9. What is Ticket Revenue? [CO2, U]
10. What is meant by Capital Expenditure? [CO2, U]
11. Give two examples of capital expenditure in sports. [CO2, U]
12. What is an Investment Decision? [CO2, U]

[2 × 10 = 20]

PART B – SHORT ESSAY

Answer any 6 questions. Each question carries 5 marks.

13. Calculate the Present Value of ₹20,000 receivable after 1 years at 10% interest.
[CO4, A]
14. Explain the meaning of Long-Term Borrowing with examples. [CO2, U]
15. Explain the importance of managing Current Assets. [CO2, U]
16. Explain how proper Cash Management helps avoid cash shortages. [CO2, U]
17. Explain the main causes of Labour Cost Variance. [CO3, U]
18. Explain the importance of ticket sales, sponsorship and broadcasting income in sports.
[CO2, U]
19. Budgeting is important in planning a sport event. Explain. [CO2, U]
20. Explain the risks of hosting a sports event without proper budget. [CO3, U]

[5 × 6 = 30]

PART C – ESSAY

Answer any 2 questions. Each question carries 10 marks.

21. “A good budget is an important tool for financial planning and control.” Explain this statement by discussing the meaning, objectives, types, advantages and limitations of budgeting. [CO2, U]
22. Write journal entries and prepare ledger accounts in the books of Success Sportswear Ltd. a) Purchased goods worth Rs 35,000 from Future Natraj on credit. b) Purchased goods worth Rs 10,000 on cash. c) Sold goods to Kerala FC worth Rs 35,000 on credit. d) Received Rs 35,000 from Kerala FC. Paid Rs 35,000 to Natraj Garments. [CO5, A]
23. In the books of Mathew Enterprises, prepare Trading and P&L a/c and calculate Net profit or loss: Opening stock- 25,000; Purchases- 20,000; Sales-15,000; Wages-3,000; Freight Inwards-1000; closing stock 15,000. Rent- 5,000; Salary-45,000, Commission Received- 12,100; Electricity bill-1500.. [CO2, A]
24. Elaborate on sources of Variance [CO2, U]

[10 × 2 = 20]

QP CODE:

Reg No:

Name:

BSM (Honours) DEGREE EXAMINATION, October 2026

Fifth SEMESTER

BACHELOR OF SPORTS MANAGEMENT (BSM)

DSE: MG5DSESMG300: Operations Management in Sports

2024 ADMISSION ONWARDS

Time: 2 Hour

Total Marks: 70

**Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C),
Skill(S), Interest(I) and Appreciation(Ap)**

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

PART A – SHORT ANSWER

Answer any 10 questions. Each question carries 2 marks.

1. What is the role of Operations Management in an organisation? [CO2, U]
2. What is the role of inventory management in Operations Management? [CO2, U]
3. What is meant by Operations Strategy? [CO2, U]
4. How does Operations Technology improve productivity? [CO2, U]
5. Mention any two activities involved in Materials Management. [CO2, U]
6. How does Materials Management ensure continuous production? [CO2, U]
7. State any two objectives of Logistics. [CO2, U]
8. State any two objectives of Reverse Logistics. [CO2, U]
9. What are Supply Chain Performance Drivers? [CO2, U]
10. What is meant by the right product, right place and right time in logistics? [CO2, U]
11. Mention any two drivers of supply chain performance. [CO2, U]
12. How does Operations Technology improve productivity? [CO2, U]

[2 × 10 = 20]

PART B – SHORT ESSAY

Answer any 6 questions. Each question carries 5 marks.

13. Explain the major functions of Operations Management. [CO2, U]
14. Discuss the role of quality control and maintenance management in operations. [CO2, U]
15. Discuss the role of production planning and control within the scope of Operations Management. [CO2, U]
16. Discuss the role of quality management and maintenance management in the scope of Operations Management. [CO2, U]
17. Explain the importance of Operations Technology in achieving competitive advantage. [CO2, U]
18. Discuss how effective Materials Management improves productivity and profitability. [CO2, U]

19. Explain how logistics helps in the planning and execution of sports events. [CO2, U]
20. Explain the role of logistics in achieving customer satisfaction and competitive advantage. [CO2, U]

[5 × 6 = 30]

PART C – ESSAY

Answer any 2 questions. Each question carries 10 marks.

21. Describe the role of production planning and scheduling in Operations Management. [CO2, U]
22. Explain the meaning and importance of Operations Strategy. [CO2, U]
23. Explain how effective Materials Management helps in reducing costs and improving operational efficiency. [CO2, U]
24. Discuss the role of transportation and warehousing in logistics. [CO2, U]

[10 × 2 = 20]

QPCode

Reg.No :

Name:

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS)

FIFTH SEMESTER EXAMINATION

MODEL QUESTION PAPER

**MG5DSESMG301- NEGOTIATION SKILLS FOR SPORTS
MANAGEMENT**

(2026 ADMISSION ONWARDS)

Duration: 2 hours

Maximum Marks: 70

***Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S),
Interest(I) and Appreciation(Ap)***

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short answer

Answer any **10** questions

Each question carries **2** marks

1. What is meant by a negotiation objective in sports management? (K / CO1)
2. State any two qualities of an effective sports negotiator. (K / CO1)
3. What is meant by a concession in negotiation? (K / CO3)
4. Mention any two important elements of a player contract. (K / CO1)
5. Why is market information useful in salary negotiation? (U / CO3)
6. What is meant by a reservation point in negotiation? (K / CO1)
7. State any two cultural factors that may influence international negotiations. (K / CO3)
8. What is meant by an international sports partnership? (K / CO2)
9. Mention any two stakeholders involved in sports management negotiations. (K / CO5)
10. What is meant by conflict resolution in sports organizations? (K / CO3)

11. State any two issues that may arise during collective bargaining. (K / CO2)
12. Why is stakeholder coordination important during a sports crisis? (U / CO4)

[2x10 = 20]

Part B

Short Essay

Answer any **6** questions

Each question carries **5** marks

13. Explain the importance of negotiation in managing sports organizations. (U / CO1)
14. Describe the major features of player, coaching and sponsorship contracts in sports. (U / CO2)
15. Explain the importance of BATNA and ZOPA in preparing for a sports negotiation. (U / CO3)
16. Discuss the factors that should be considered while negotiating the salary of a professional athlete. (U / CO2)
17. Explain the importance of cultural awareness in international sports negotiations. (U / CO3)
18. Describe the role of communication in building successful international sports partnerships. (U / CO5)
19. Explain how negotiation can help in resolving conflicts within a sports organization. (U / CO3)
20. Discuss the role of negotiation and communication in managing a crisis in a sports organization. (U / CO4)

[6x5 = 30]

Part C

Essay

Answer any **2** questions

Each question carries **10** marks

21. Explain the different types of negotiation outcomes and discuss how a sports manager can create a win-win situation for both parties. (An / CO3)

22. Discuss the process of preparing for a sports contract negotiation, including researching the other party, identifying BATNA and ZOPA, determining needs and wants, and setting negotiation limits. (An / CO4)
23. Explain the major challenges involved in international sports negotiations and discuss how cultural differences, communication barriers and international regulations can be managed effectively. (An / CO3)
24. Discuss the role of negotiation in sports management and governance, with reference to conflict management, governing bodies, collective bargaining and crisis situations. (An / CO4)

[2x10 = 20]

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Reg.No:.....

Name:.....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS)
FIFTH SEMESTER EXAMINATION
MODEL QUESTION PAPER
MG5DSESMG302-DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE
(2026 ADMISSION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I) and Appreciation(Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short answer

Answer any **10** questions

Each question carries **2** marks

1. Define Digital Marketing. (K, CO1)
2. What is meant by digital transformation? (U, CO1)
3. Distinguish between traditional marketing and digital marketing. (U, CO1)
4. State the role of AI in digital marketing. (K, CO2)
5. What is meant by keyword planner tool? (K, CO3)
6. What is Natural Language Processing (NLP)? (K, CO3)
7. What is predictive analytics? (K, CO3)
8. What is meant by AI powered keyword research? (U, CO4)
9. Define web analytics. (K, CO4)
10. What is customer segmentation using AI? (U, CO5)
11. What is sentiment analysis in social media marketing? (U, CO5)
12. What is meant by dynamic content delivery using AI? (U, CO5)

[2x10 = 20]

Part B

Short Essay

Answer any **6** questions

Each question carries **5** marks

13. Explain the significance and benefits of digital marketing in the present business environment. (U, CO1)
14. Explain the digital marketing process and discuss the concept of augmentation. (U, CO1)
15. Discuss the legal and ethical considerations in AI driven digital marketing, with reference to copyright, intellectual property, privacy, data protection and social media policies. (K, CO2)

16. Explain the role of machine learning algorithms and AI in website planning and development. (U, CO3)
17. Examine the importance of AI driven data analysis for customer insights in digital marketing. (An, CO3)
18. Explain how AI can be used for content creation, content optimization, and technical SEO(A, CO4)
19. Discuss the role of AI in social media customer service, sentiment analysis, and automated ad targeting. (An, CO5)
20. Explain the advantages and challenges of using AI in social media marketing. (A, CO5) **[5x6 = 30]**

Part C

Essay

Answer any 2 questions

Each question carries 10 marks

21. Critically examine the framework of digital marketing. Compare traditional marketing and digital marketing, and explain how digitalization and digital transformation have changed the marketing process. (U, CO1)
22. Analyse the application of AI in search engine optimisation. Discuss AI- powered keyword research, content optimization, technical SEO, AI driven website audits, and the role of predictive analytics. (An, CO4)
23. Evaluate the role of AI in web analytics and digital advertising. Explain the customer segmentation, campaign optimisation, personalisation, PPC advertising, Google Adwords, and different bidding strategies. (E, CO5)
24. Develop an AI driven social media marketing strategy for a business organisation. Your Answer should include AI powered content creation, customer interaction, sentiment analysis, influencer marketing optimisation, personalised advertising, recommendation engines, and dynamic content delivery. (C, CO5) **[10x2 = 20]**

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) REGULAR EXAMINATION – OCTOBER 2026
FIFTH SEMESTER
Discipline Specific Elective (DSE)
MG5DSESMG303 – SPORTS LAW
(2024 ADMISSION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

Register No.: _____

Name: _____

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap).

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

PART A – SHORT ANSWER

Answer any 10 questions. Each question carries 2 marks. [10 × 2= 20]

1. Name any two Indian bodies involved in sports governance and administration. [K] / [CO1]
2. What is meant by broadcasting rights in sports? [K] / [CO3]
3. What is a franchise league? Give one example from India. [K] / [CO3]
4. What are the three levels of courts in India? [K] / [CO1]
5. Name any two countries that follow the Civil Law system. [K] / [CO1]
6. How can mediation be used to settle a sports contract dispute? [A] / [CO3]
7. Describe the purpose of dispute resolution mechanisms in sports contracts. [U] / [CO3]
8. List any two essential elements of a valid sports contract. [K] / [CO2]
9. What is meant by contract enforcement in sports? [K] / [CO2]
10. A sports club uses another team's logo without permission. Which intellectual property right is being violated? Explain. [A] / [CO5]
11. What is meant by copyright in sports broadcasting? [K] / [CO5]

12. Explain the role of the Court of Arbitration for Sport in resolving sports disputes. [K] / [CO4]

PART B – SHORT ESSAY

Answer any 6 questions. Each question carries 5 marks. [6 × 5 = 30]

13. Illustrate how a professional athlete can commercially utilize image rights through endorsements. [A] / [CO3]

14. Examine the legal and commercial issues associated with the misuse of an athlete's image rights. [An] / [CO3]

15. Discuss the role of licensing agreements in protecting intellectual property in sports. [An] / [CO5]

16. Explain how sponsorship agreements benefit both sponsors and sports organizations. [U] / [CO6]

17. Assess the role of governing bodies in preventing racial discrimination in sports. [E] / [CO3]

18. How can ethical principles be applied to resolve disputes in sports law? [A] / [CO4]

19. Evaluate the effectiveness of anti-discrimination policies related to religion in sports. [E] / [CO3]

20. Explain the working procedure of CAS in detail. [K] / [CO4]

PART C – ESSAY

Answer any 2 questions. Each question carries 10 marks. [2 × 10 = 20]

21. Explain the concept of Tort Law in sports and describe its role in regulating sports-related disputes. [K] / [CO4]

22. Define Tort Law and explain its essential elements, objectives, and significance in the legal system. [K] / [CO4]

23. Examine the role of antitrust laws in player transfer systems and salary caps. Illustrate your answer with suitable examples from professional sports leagues. [A] / [CO5]

24. Apply the principles and procedures of the Court of Arbitration for Sport (CAS) to resolve a dispute involving a professional athlete who challenges a doping suspension imposed by an international sports federation. Discuss the likely process and outcome. [A] / [CO4]

QP Code:

Reg. No.:

Name:

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS) MODEL QUESTION PAPER

Semester V

DSE – MG5DSES MG305 – SPORTS CONTENT CREATION AND PRESENTATION

(2024 ADMISSION ONWARDS)

Duration: 2 Hours

Maximum Marks: 70

Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

PART A

Very Short Answer

Answer any **10** questions.

Each question carries **2** marks.

1. Define sports content in the context of the sports industry. [K] [CO1]
2. Explain the relevance of content creation in contemporary sports communication. [U] [CO1]
3. Identify any two current trends in the sports content industry. [U] [CO3]
4. Differentiate between lifestyle sports content and team-specific or sport-fandom content. [An] [CO1]
5. Explain the importance of identifying target demographics while creating sports content. [U] [CO4]
6. State the importance of a structured content calendar for sports organizations. [U] [CO2]
7. Create two suitable sports headlines or captions for a current sports event. [C] [CO2]
8. Explain the relevance of infographics in presenting sports content. [U] [CO3]
9. Identify two techniques used for conducting effective interviews with athletes or sports personalities. [U] [CO8]
10. Suggest two ways of using hashtags effectively to improve engagement in sports posts. [A] [CO6]
11. Explain how audience expectations may differ across social media platforms. [U] [CO6]
12. State any two legal or ethical considerations in sports content creation. [U] [CO7]

[2x10 = 20]

PART B

Short Essay

Answer any **6** questions.

Each question carries **5** marks.

13. Analyse the influence of current sports industry trends on the planning of successful sports content campaigns. [An] [CO3]
14. Develop suitable short-term and long-term objectives for a sports content campaign and explain how they can be aligned with broader organizational objectives. [C] [CO2]
15. Prepare a brief content calendar for a major sports event, showing how evergreen and timely content can be balanced. [C] [CO2]
16. Create platform-specific versions of a short sports narrative for two different digital platforms. [C] [CO2]
17. Apply appropriate interviewing techniques to plan an interview with a sports personality and explain how quotes or anecdotes can strengthen the written story. [A] [CO8]
18. Analyse how engaging tweets, real-time updates, and hashtags can be used to increase interaction and foster conversation during a sports event. [An] [CO6]
19. Evaluate the role of visual storytelling and Instagram features in improving the appeal and engagement of sports content. [E] [CO6]
20. Explain strategies for building an active sports community on Facebook and creating engaging video content for a sports-focused YouTube channel. [U] [CO6]

[5x6 = 30]

PART C

Essay

Answer any **2** questions.

Each question carries **10** marks.

21. Evaluate the major trends and challenges in the sports content industry and propose a strategy for creating content that effectively addresses the needs of a selected target demographic. [E] [CO3, CO4]
22. Create a comprehensive content plan for a sports organization or event, including objectives, a content calendar, engaging narratives, suitable headlines/captions, and platform-specific content. [C] [CO2]
23. Create a multi-platform sports storytelling plan using written, visual, and interview-based content, and specify suitable platforms and content formats. [C] [CO2]
24. Evaluate the copyright, intellectual property, ethical, and regulatory issues involved in sports content creation and formulate guidelines for responsible content creation and presentation. [E] [CO7]

[10x2 = 20]

QP CODE:

Reg No:

Name:

**BSM (Honours) DEGREE EXAMINATION, November 2026 Fifth
SEMESTER
BACHELOR OF PHYSICAL EDUCATION AND SPORTS (BPES)
SEC: MG5SECPES300**

**FUNDAMENTALS OF TRACK AND FIELD
2024 ADMISSION ONWARDS**

Time: 1 Hour**Total Marks: 35**

CO No	Course Outcomes
1	Understand the fundamental skills in track & field.
2	Analyse basic skills in track & field.
3	Understand the rules & regulations of sports and games track & field.
4	Understand the different playing surfaces, layout and marking of track & field.
5	Demonstrate various techniques of sports and games track & field.
6	Evaluate various competitions.
7	Officiate various competitions in of track & field.

Part A (Multiple Choice Questions) Answer All Questions (Marks 1 each)				Module & Unit
1.	The term Athletics primarily refers to: A. Team games B. Track and field events C. Indoor games D. Combat sports	CO1	K	1.1
2.	The origin of the modern Olympic Games is closely associated with: A. India B. Greece C. China D. Rome	CO1	K	1.1
3.	Which of the following is a field event? A. 200 m B. 400 m hurdles C. Long jump D. Relay FUNDAMENTALS	CO3	U	1.3
4.	The international governing body of athletics is: A. FIFA B. FIA C. World Athletics D. IOC	CO6	K	1.8
5.	The national governing body for athletics in India is: A. Sports Authority of India B. Athletics Federation of India C. Indian Olympic Association D. Khelo India	CO6	K	1.9

6.	The standard outdoor athletics track has: A. 6 lanes B. 7 lanes C. 8 lanes D. 10 lanes	CO4	K	2.7
7.	Which official gives the starting signal in track events? A. Referee B. Starter C. Umpire D. Marshal	CO7	U	2.10
8.	A foul in long jump occurs when the athlete: A. Lands in the pit B. Crosses the take-off board C. Uses spikes D. Runs zig-zag	CO2	A	2.6
9.	Which of the following is a major international athletics competition? A. Santosh Trophy B. Commonwealth Games C. Ranji Trophy D. Durand Cup	CO1	K	1.9
10.	Which athletics official is primarily responsible for judging the validity of field event attempts? A. Timekeeper B. Field Judge C. Starter D. Clerk of the Course	CO6	U	2.10
(10 × 1 = 10 Marks)				

Part B (Short Answer Questions) Answer any Five Questions (Marks 2 each)				
11.	Define Sports and Games.	CO1	U	1.1
12.	State any two classifications of Track and Field events.	CO4	U	1.5
13.	Mention two preparatory exercises used before athletics training.	CO5	A	2.1
14.	Write any two rules of track events.	CO3	K	2.5
15.	List two duties of track and field officials.	CO7	K	2.10
16.	Differentiate between track events and field events with one example each.	CO5	U	1.5
17.	What are lead-up games? State their importance in athletics training.	CO4	A	2.4
(5 × 2 = 10 Marks)				

Part C (Short Essay Questions) Answer any three questions (Marks 5 each)				
18.	Explain the origin and historical development of athletics.	CO1	U	1.2
19.	Describe the basic running, jumping and throwing drills and explain their importance in skill development.	CO5	A	2.2

20.	Explain the track layout, specifications, markings, and the role of officials during track and field competitions.	CO4	K	2.7
21.	Describe the rules and regulations of field events with reference to fouls and valid attempts.	CO3	U	2.6
22.	Explain the selection, care, and maintenance of athletics equipment and its importance for safety and performance.	CO4	K	2.9
(3 × 5 = 15 Marks)				

QP CODE:

Reg No:

Name:

**BSM (Honours) DEGREE EXAMINATION, November 2026 Fifth
SEMESTER**

BACHELOR OF SPORTS MANAGEMENT (BSM)

SEC: MG5SECSMG300

**SCOUTING FOR SPORTS
2024 ADMISSION ONWARDS**

Time: 1 Hour

Total Marks: 35

CO No	Course Outcomes
1	Define the key concepts, principles, and methodologies involved in sports scouting.
2	Explain the historical evolution and significance of scouting in different sports.
3	Analyze and assess the physical, technical, and tactical aspects of athletes in various sports.
4	Identify and understand the key performance indicators specific to different positions or roles.
5	Demonstrate proficiency in collecting, organizing, and analyzing relevant data for scouting purposes.
6	Differentiate and evaluate the specific requirements and attributes for different positions within a given sport.
7	Articulate scouting reports clearly and concisely, incorporating relevant data and observations.
8	Develop a systematic approach to talent identification and recruitment.

Part A (Multiple Choice Questions) Answer All Questions (Marks 1 each)				Module & Unit
1.	What is the primary purpose of sports scouting? a) Event organization b) Athlete identification and evaluation c) Facility management d) Ticket management	CO1	K	1.1
2.	Which method uses recorded performance to evaluate an athlete? a) Video analysis b) Interview c) Reference checking d) Live scouting	CO1	U	1.2
3.	Which term refers to talent involving several dimensions of athletic ability? a) One-dimensional talent	CO2	U	2.1

	b) Multidimensional talent c) One-sport talent d) Talent in progress			
4.	Which physical attribute is associated with rapid changes in direction? a) Flexibility b) Agility c) Size d) Aerobic fitness	CO3	U	2.2
5.	Which quality helps an athlete continue despite difficulties? a) Persistence b) Size c) Speed d) Flexibility	CO4	K	2.3
6.	Which of the following is an intangible quality considered in sports scouting? a) Motivation b) Height c) Strength d) Speed	CO5	K	2.4
7.	Which of the following can negatively affect athlete development? a) Burnout b) Talent identification c) Performance assessment d) Scouting report	CO6	K	3.3
8.	Which technology can help a scout study performance patterns? a) Video analysis b) Ticketing software c) Venue software d) Accounting software	CO8	U	3.4
9.	Position-specific scouting primarily considers: a) Requirements of a playing position b) Spectator numbers c) Ticket prices d) Stadium capacity	CO7	U	4.1
10.	Which component provides selected evidence of an athlete's performance? a) Video highlights reel b) Ticket receipt c) Attendance sheet d) Venue plan	CO7	U	4.2
(10 × 1 = 10 Marks)				

Part B (Short Answer Questions) Answer any Five Questions (Marks 2 each)				
11.	Define sports scouting and state its importance.	CO1	U	1.1
12.	Mention any two methods of talent identification.	CO2	K	1.4
13.	List any four physical attributes considered in talent identification.	CO3	K	2.2
14.	What is mental toughness? Explain its relevance to scouting	CO4	U	2.3

15.	What are intangibles in sports scouting? Give two examples.	CO5	U	2.4
16.	Mention any four obstacles that may affect athlete development.	CO6	K	3.3
17.	What is the role of data analytics in sports scouting?	CO8	U	3.4
(5 × 2 = 10 Marks)				

Part C (Short Essay Questions)				
Answer any Three Question (Marks 5 each)				
18.	Explain the major scouting techniques used in the evaluation of athletes.	CO1	U	1.2
19.	Explain the different profiles of talented athletes and their relevance to predicting athletic success.	CO2	An	2.1
20.	A scout identifies an athlete with excellent speed and strength but poor flexibility and coordination. Analyse the athlete's physical profile and suggest areas for development.	CO3	A	2.2
21.	Discuss the mental and emotional skills that should be considered when evaluating a talented athlete.	CO4	An	2.3
22.	Explain how technology and data analytics can improve the scouting process.	CO8	An	3.4
(3 × 5 = 15 Marks)				