

TEST OVERVIEW

Section	Component	Duration	Weightage	Measures
1	Aptitude Sprint	45 mins	40%	Logical, Quantitative, Analytical, and Verbal Reasoning
2	Sports Business Arcade	60 mins	20%	Applied Sports Thinking and Creativity
3	Sports Leader Arena	60 mins	40%	Teamwork, Leadership, and Behaviour under Pressure

Total Duration: Approximately 3 hours

Maximum Marks: 100

APTITUDE SPRINT (40 Marks | 45 Minutes)

Objective:

To assess logical, analytical, quantitative, and verbal reasoning skills relevant to sports and management contexts.

Format: Multiple Choice Questions (MCQs)

Scoring:

- Easy Question = 1 mark
- Medium Question = 2 marks
- Hard Question = 3 marks

Quantitative & Logical Reasoning

A cricket venue costs ₹2.4 crore to operate per match. If revenue required to break even is 120% of cost, what revenue must be generated?

- (a) ₹2.4 crore
- (b) ₹2.88 crore
- (c) ₹3.12 crore
- (d) ₹3.48 crore

Answer:(b)

A sports apparel brand sells 15,000 T-shirts at ₹600 each and offers a 10% discount. What is the total revenue?

- (a) ₹81,00,000
- (b) ₹85,00,000
- (c) ₹81,90,000
- (d) ₹90,00,000

Answer:(c)

Team A scores 240 runs in 50 overs. Team B needs a run rate of 5.2 to win. How many overs will it take them if they score consistently?

- (a) 42
- (b) 45
- (c) 46
- (d) 48

Answer:(b)

If 5 volunteers can manage 200 participants, how many volunteers are needed for 800 participants?

- (a) 10
- (b) 15
- (c) 20
- (d) 25

Answer:(c)

A marathon route is 10 km long. If checkpoints are placed every 500m, how many checkpoints are required (including start & finish)?

- (a) 19
- (b) 20
- (c) 21
- (d) 22

Answer:(c)

Verbal & Analytical Reasoning

Coach : Team :: Conductor : ?

- (a) Symphony
- (b) Stage
- (c) Audience
- (d) Orchestra

Answer:(d)

“The sports event was a huge success.”

Assumption:

- (a) The event made profit
- (b) People enjoyed it
- (c) The players performed well
- (d) Sponsors were satisfied

Answer:(b)

A manager wants to improve fan engagement by 25%. Which of these actions will likely not help?

- (a) Launching fan polls
- (b) Improving parking facilities
- (c) Creating Instagram challenges
- (d) Running ticket giveaways

Answer: (b)

A sports fest spends ₹6 lakh on marketing, ₹4 lakh on logistics, and ₹2 lakh on staff. If total revenue is ₹18 lakh, what is the profit margin?

- (a) 25%
- (b) 30%
- (c) 33%
- (d) 40%

Answer:(b)

“The referee’s decision is final.” means:

- (a) The decision can’t be questioned
- (b) The referee is arrogant
- (c) There was no decision
- (d) The match was cancelled

Answer:(a)

Section 1 Total Marks: 40

SPORTS BUSINESS ARCADE

(20 Marks | 1 Hour)

Objective: To test creativity, decision-making, and problem-solving in real sports situations.

Format: 5 Short Missions × 12 minutes each

Marks: 4 marks per Mission

Mission 1 – You are the Marketing Manager

Your football tournament is happening this weekend. You have ₹50,000 to create excitement and get youth talking about it online.

Your Mission:

Write in 3–4 lines:

1. What is your idea?
2. Where will you run it (online or on-ground)?
3. Why will it attract young people?

Evaluator Checklist:

Creativity (1) | Feasibility (1) | Youth Appeal (1) | Clarity (1)

Mission 2 – You are the Sales Head

It's two days before the final match, and only 40% of tickets are sold. You need to fill more seats without offering big discounts.

Your Mission:

Write 3 quick actions you'll take in the next 24 hours to boost ticket sales.
Example: WhatsApp to colleges, referral contests, influencer shout-outs, etc.

Evaluator Checklist:

Practical Thinking (1) | Speed (1) | Creativity (1) | Impact (1)

Mission 3 – You are the Event Operations Manager

Rain starts 30 minutes before the final match. The spectators and players are inside the stadium.

Your Mission:

Write the first three things you'll do to handle the situation safely and keep the crowd informed.

Evaluator Checklist:

Safety Focus (1) | Clear Steps (1) | Communication (1) | Calmness (1)

Mission 4 – You are the Sponsorship Executive

Two sponsors are arguing — both want their banner at the main entrance. You must find a fair solution so that both stay happy.

Your Mission:

Write in 3–4 lines how you'll talk to them and solve it.

Example: “One gets main gate this match, other gets inner podium next match.”

Evaluator Checklist:

Fairness (1) | Communication (1) | Creativity (1) | Outcome (1)

Mission 5 – You are the Social Media Manager

Next year, you want more college students to join your event. You plan to make a short Instagram reel.

Your Mission:

Describe your reel idea in 4 points:

1. Title or caption
2. What will the video show
3. Music or vibe
4. How will you measure success (likes, shares, sign-ups, etc.)

Evaluator Checklist:

Creativity (1) | Youth Connect (1) | Clarity (1) | Result Metric (1)

Scoring Summary

Mission	Marks	Skills Observed
1 – Marketing Manager	4	Creativity and Communication
2 – Sales Head	4	Action Planning and Promotion
3 – Operations Manager	4	Problem Solving and Safety Awareness
4 – Sponsorship Executive	4	Negotiation and Relationship Skills
5 – Social Media Manager	4	Digital Thinking and Creativity

Total: 20 Marks

Duration: 1 Hour

TEAM SIMULATION WAR-ROOM

(40 Marks | 60–75 Minutes)

Objective:

To assess each student's teamwork, leadership, communication, and decision-making abilities in realistic sports management situations.

Format:

- Participants work in teams of 5–7 members.
- Each team faces 8 crisis scenarios, announced one at a time.
- For every scenario, the team has:
 - 1 minute to discuss, and
 - 30 seconds to present their final decision.
- Evaluators observe each individual's behavior and contribution throughout the session.

Scoring Structure:

- Business Decision Quality: 0–4 marks (team score, applied to all members)
- Individual Behavioral Score: 0–4 marks per parameter (7 parameters total)
- Total per candidate: Normalized to 40 marks

Crisis Scenarios

1. Volunteer Shortage: Half your volunteers didn't report for the event. How will you manage?
2. Medical Emergency: A player collapses mid-race. What's your first action?
3. Sponsor Clash: Two sponsors claim rights over the same branding zone. What will you do?
4. Rain Delay: 60% of the audience is waiting and sponsors are worried. How will you handle it?
5. Media Leak: A negative post about the event goes viral. What's your response?
6. Budget Overrun: Costs exceed by 10%. What steps will you take immediately?
7. Equipment Failure: The sound system stops during the opening ceremony. What's your move?
8. Team Conflict: Two volunteers start arguing during the event. How will you handle it?

Evaluation Rubric (Individual Observation)

Each student will be evaluated independently across seven behavioural parameters using the rubric below.

For every scenario, the evaluator records observed behaviour (0–4) per parameter

Parameter	0	1	2	3	4
Communication	Unclear	Partial	Understandable	Clear	Inspiring
Empathy	None	Minimal	Aware	Supportive	Deep understanding
Collaboration	Isolated	Reactive	Participates	Contributes	Unites team
Leadership	Passive	Compliant	Coordinates	Guides	Influences outcome
Pressure Handling	Panics	Stressed	Balanced	Steady	Composed
Conflict Management	Avoids	Blames	Tolerates	Resolves	Harmonizes
Decision Ownership	Avoids	Follows	Contributes	Leads	Accountable

Scoring Logic

- Step 1: Evaluator scores each student's behaviour (0–4 per parameter × 7) per scenario.
- Step 2: Add team decision score (0–4) for context quality.
- Step 3: Total = Behavioural + Decision contribution (out of 256 max).
- Step 4: Convert to a normalized score out of 40 for the section.

Evaluator Notes

- Observe who initiates ideas, listens, calms others, or drives discussion.
- Give higher scores for action-oriented clarity, empathy, and steady leadership.
- Note any standout positive or negative behaviour in remarks section.
- Avoid bias – judge behaviour, not personality.
- Use 2-3 evaluators if possible, one per team cluster.

Materials Required

- Crisis cards or printed scenarios
- Stopwatch / timer
- Evaluation sheets (one per student)
- Pen or tablet for recording scores

Total Duration: 60–75 minutes

Marks: 40