



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category A by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with A+ Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor of Physical Education Degree Examination – July 2020
IV Semester

Class: II B.P. Ed.

Time : 2 Hours

Max. Marks: 50

18BPDE4B Discipline Specific Elective – IV: Sports Marketing

Course Outcomes:

CO1: Understand the sports marketing environment and trends influencing marketers

CO2: Understand the process and structure in sporting events

CO3: Analyzing and evaluating marketing strategies for internationalizing sport activity

CO4: Converting ideas / business in the current market

CO5: Using technological tools to capitalize on business resources through marketing

Part A

10 x 1 = 10

Choose the Correct Answer

1. Sports marketing is a subdivision of
a. production
b. selling
c. execution
d. marketing
CO1 K2
2. Main objective of sports marketing is
a. customer satisfaction
b. brand equality
c. brand image
d. all of the above
CO1 K1
3. Good Marketing is a result of careful planning and
a. execution
b. selling
c. strategies
d. research
CO2 K2
4. The term used in marketing to cover various grouping of customer is
a. people
b. buying power
c. demographic segment
d. marketing
CO2 K2
5. Bread and milk categorized under _____ products.
a. speciality
b. convenient
c. sought
d. unsought
CO3 K3
6. Consumer contest is an example of
a. personal selling
b. sales promotion
c. advertising
d. indirect selling
CO4 K3
7. The marketing function is also tasked with
a. branded
b. customer
c. service
d. sales
CO3 K2
8. Identify the concept that holds the consumer and business by organizations products.
a. Production
b. Selling
c. Marketing
d. Holistic marketing
CO4 K3
9. The task of any business is to deliver _____ at a profit.
a. customer needs
b. customer value
c. products and services
d. improved quality
CO5 K4

Part B

3X6=18

Answer any three of the following
Each answer should not exceed 400 words or two pages

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|--|--------|
| 11. Define sports marketing and write the importance of marketing in sports. | CO2 K1 |
| 12. How to approach the customers in marketing a product? | CO1 K2 |
| 13. Explain the process of promotion of sports marketing. | CO2 K1 |
| 14. Explain the advantages in sports promotion. | CO3 K2 |
| 15. What are the purposes of advertising a product? | CO3 K2 |
| 16. Explain media broadcasting in sports. | CO2 K2 |
| 17. Explain the meaning and importance of customer behaviour in sports. | CO3 K2 |
| 18. Infer the role of a buying decision process. | CO4 K4 |
| 19. Highlight the tools for competitive differentiation. | CO4 K4 |
| 20. Explain positioning strategy in sports marketing. | CO5 K2 |

Part C

2X11=22

Answer any two of the following
Each answer should not exceed 800 words or four pages

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|--|--------|
| 21. Explain the factors influencing the sports marketing. | CO1 K2 |
| 22. Explain marketing mix and concept of major element in marketing. | CO1 K1 |
| 23. What is 4PS in sports marketing and explain? | CO2 K1 |
| 24. Explain the advantages of sports. | CO3 K2 |
| 25. Explain advertisement main steps in copy development. | CO4 K2 |
| 26. Explain the effect of media to promote the sports. | CO3 K1 |
| 27. Explain the factors influencing sports consumer. | CO4 K1 |
| 28. Highlight the behavior of consumer in buying sports products. | CO4 K2 |
| 29. Explain the marketing strategies for sports. | CO5 K2 |
| 30. Explain how to enhance the sports products through marketing. | CO5 K2 |
