

**Class : II BPPEd
Semester IV**

Part – A

**Time : 2 Hrs
Max Marks: 60
5X 1 = 5**

Choose the Correct Answer

1. Good marketing is no accident, but a result of careful planning and-----
A) execution b) selling c) strategies d) research
2. Marketers often use the term----- to cover various groupings of customers.
a) people b) buying power c) demographic segment d) marketing
3. Bread & Milk are which kind of products ?
a) speciality products b) convenience products c) shopping products d) unsought products
4. The task of any business is to deliver _____ at a profit.
a) customer needs b) customer value c) products & services d) improved quality
5. A consumer contest is an example of _____
a) personal selling b) sales promotion c) advertising d) indirect selling.

Part B

Answer the following in 2lines

2x5=10

6. Define Marketing
7. Define Consumer
8. Define Sports Marketing
9. What is called promotional activity?
10. What is Segmentation?

PART – C

Answer the following (400 words)

3x5=15

11. a) Write the Nature & Scope of Marketing (or)
b) Describe the approaches to the study of marketing
12. a) Write about basis of Market segmentation (or)
b) Describe the sales promotion concept

- 13.a) Write your own views about online trading (or)
b) Write about the future of sports marketing

PART - D
Answer the following in detail (800 words)

2x15=30

16. a) Write in detail about the concepts and elements of sports Marketing. (or)
b) Explain Types of Market Segmentation

17. a) Write about the importance of studying sports marketing. (or)
b) Explain the role of Event, Sponsor and fan in Sports Marketing