



Mariyam

**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD)  
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I – February 2024**  
**IV SEMESTER**

**Class : II BPEd**  
**Major : Physical Education**

**Time: 2 hours**  
**Maximum Marks: 60**

**21BPDE4B Sports Marketing**

**Course Outcomes:**

At the end of the course, students will:

1. Understand the sports marketing environment and trends influencing marketers.
2. Understand the process and structure in sporting events
3. Analyzing and evaluating marketing strategies for internationalizing sport activity.
4. Converting ideas/business in the current market.
5. Using technological tools to capitalize on business resources through Marketing

**Part-A**

**6x1=6**

**Choose the correct answer**

1. An example of a tangible purchase is \_\_\_\_\_.  
a. Consulting advise b. Clothing c. Financial servicesd. The symphony CO1K3
2. Brand \_\_\_\_\_ refers to how highly consumers regard and respect the brand.  
a. Esteem b. Differentiation c. Relevance d. Knowledge CO2K4
3. \_\_\_\_\_ is the full introduction of a complete marketing strategy and the launch of a product.  
a. Idea b. Product development c. Commercialization d. Segmentation CO4K2
4. Seventy-one percent of consumers consider \_\_\_\_\_ to be the best way to evaluate a new product. CO4K2  
a. Free Sample b. Demonstration c. Press release d. All the above
5. A product in the maturity stage will most likely require \_\_\_\_\_ advertising. CO3K2  
a. Informative b. Comparative c. Reminder d. Co operative
6. \_\_\_\_\_ is not a marketing function. CO2K1  
a. Pricing b. Promotion c. Distribution d. Production

**Part- B**

**3x6=18**

**Answer ALL Questions**

**Each answer should not exceed 400 words or two pages**

7. a. Write about the nature of sports marketing CO3K1  
(or)
7. b. What are the Elements of Sports Marketing. CO2K2
8. a. Define Promotion and explain its types CO3K1  
(or)
8. b. List the tools and techniques of sales promotion CO1K2
9. a. What are the promotional methods and its determinants CO3K1  
(or)
9. b. Brief about the future of Sports Marketing CO4K2

**Part-C**

**3x12=36**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

10. a. Describe the three types of Sports marketing. CO1K2  
(or)
10. b. Enumerate the importance of sports marketing. CO2K3
11. a. Elaborate the major approaches to the study of marketing. CO3K4  
(or)
11. b. Elucidate the major basis of market segmentation. CO3K2
12. a. Explain the need and importance of Promotion in marketing. CO2K4  
(or)
12. b. Describe the marketing mix (7 P's). CO4K1

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