

*Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore –
641 043*

Continuous Internal Assessment Test II – April 2021

18BPDE4B DSE IV – Sports Marketing

Class : II BPEd

Time : 2 Hrs.

Major : Bachelor of Physical Education

Max Marks: 30

Course Outcomes:

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

Circle the Correct Answer

6X 1 = 6

1. Good marketing is no accident, but a result of careful planning and----- . CO1 K2
A) execution b) selling c) strategies d) research
2. Marketers often use the term----- to cover various groupings of customers. CO2 K2
a) people b) buying power c) demographic segment d) marketing
3. Good marketing is no accident, but a result of careful planning and _____. CO3 K3
a) execution b) selling c) strategies d) research
4. A consumer contest is an example of _____. CO2 K3
a) personal selling b) sales promotion c) advertising d) indirect selling
5. The task of any business is to deliver _____ at a profit. CO2 K1
a) customer needs b) customer value c) products and services d) improved quality
6. Which of the following is NOT considered a type of reseller? CO2 K4
a) wholesaler b) retailer c) manufacturer d) distributor

PART – B

Answer any two of the following in detail (Not more than 400 words)

2x6=12

7. Write about the promotional methods

CO2 K1

8. Write about the objectives of sales promotion
9. Describe the importance of consumer behaviour
10. Explain positioning strategy

CO3 K4
CO1 K3
CO2 K5

PART – C

Answer any one of the following in detail (800 words)

1x12=12

11. Explain in detail about promotional activities of a company.

CO3 K1

- 12 . Enumerate the consumer buying process and factors influencing buying decision

CO1 K2