



Mauvins

**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

**Continus Internal Assessment – I (February 2023)**  
**Semester -VI**

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

**Time : 2 Hrs.**  
**Max Marks: 60**

**21BPDE4B - DSE IV – Sports Marketing**

**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**  
**CO2 K1**

1. Marketing, as a business function, is:

- a.) Encouraging customers to purchase products
- b.) Another term for grocery shopping
- c.) Creating and maintaining satisfying exchange relationships
- d.) None of these

2. The elements of the marketing mix are

- a.) Purchasing, distribution, financing, and price.
- b.) Product, distribution, price, and promotion.
- c.) Purchasing, planning, advertising, and distribution.
- d.) Planning, distribution, price, advertising.

**CO4 K5**

3. Name three technological advances that have helped marketing and advertising become a multibillion-dollar industry

- a.) Internet, television, radio
- b.) Radio, newspapers, magazines
- c.) Internet, billboards, bus advertising
- d.) None of these

**CO2 K3**

4. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers. CO3 K1

- a) Buying power
- b) Demographic segment
- c) Market.
- d) People

5. Specifics information about people, such as income, age, and gender, is known as CO3 K4

- a.) Demographics
- b.) Population variables
- c.) Poll results
- d.) None of these

6. Which of the following is NOT considered a type of reseller?  
a) wholesaler b) retailer c) manufacturer d) distributor

**CO4 K5**

**PART – B**

- Answer any two of the following in detail (Not more than 400 words) 3x6=18**
7. a) Write about the scope and importance of Marketing  
(or)  
b) Write about Promotion & its need
8. a) Define Market Segmentation & write few examples  
(or)  
b) Enumerate the concepts of Advertising
9. a) Write about the objectives of sales promotion  
(or)  
b) Describe the importance of consumer behaviour
- CO1 K2  
CO1 K3  
CO 2 K4  
CO3 K4  
CO2K3  
CO1 K3

**PART – C 3x12=36**

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

- 10.a Write in detail about the concepts and elements of sports Marketing  
(or)  
10.b Write about the importance of studying sports marketing.
- 11.a. Explain the measures to be taken to promote Sports Marketing.  
(or)  
11.b. Explain in detail about promotional activities of a company
12. a. Explain Marketing Mix  
(or)  
12.b. Elaborate the tools and techniques of sales promotion
- CO3 K1  
CO3 K1  
CO 2 K2  
CO 2 K2  
CO3 K2  
CO2 K1

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