



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 – March 2022

18BPDE4B DSE IV – Sports Marketing

Class : II BPEd

Major : Bachelor of Physical Education

Time : 2 Hrs.

Max Marks: 60

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. Specifics information about people, such as income, age, and gender, is known as CO2 K1
 - a.) Demographics.
 - b.) Population variables
 - c.) Poll results
 - d.) None of these
2. What is entertainment? CO4 K5
 - a.) Performing arts, such as theatre, ballet, and symphony concerts
 - b.) Professional sports, such as Major League Baseball
 - c.) Whatever people are willing to spend their time and money watching
 - d.) All of these.
3. Recreational sports need celebrities to endorse them in order to CO2 K3
 - a.) Attract more young people
 - b.) attract more of the population in general
 - c.) Create more sales for equipment manufactures
 - d.) All of these.
4. Marketers often use the term _____ to cover various groupings of customers. CO3 K1
 - a)Buying power
 - b)cDemographic segment
 - c)Market.
 - d)People
5. Personal selling does not require CO3 K4
 - a.) a vendor
 - b.) a buyer
 - c.) a television commercial with a popular celebrity
 - d.) one-on-one communication between the buyer and seller
6. Which of the following is NOT considered a type of reseller? CO4 K5
 - a)wholesaler b)retailer c)manufacturer d)distributor

PART – B

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

3x6=18

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| 7. a) Write about the scope and importance of Marketing | CO1 K2 |
| b) Write about Promotion & its need | CO1 K3 |
| 8. a) Define Market Segmentation & write few examples | CO 2 K4 |
| b) Enumerate the concepts of Advertising | CO3 K4 |
| 9. a) Write about the objectives of sales promotion (or) | |
| b) Describe the importance of consumer behaviour | CO1 K3 |

PART – C

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

3x12=36

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|---|-------------------|
| 10.a Write in detail about the concepts and elements of sports Marketing (or) | CO3 K1 |
| 10.b Write about the importance of studying sports marketing. | |
| 11.a. Explain the role of Event, Sponsor and fan in Sports Marketing (or) | CO3 K1
CO 2 K2 |
| 11.b. Explain in detail about promotional activities of a company | CO 2 K2 |
| 12. a. Explain Marketing Mix | CO3 K2 |
| 12.b. Elaborate the tools and techniques of sales promotion | CO2 K1 |
