

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

*Continuous Internal Assessment Test II – March 2018*

**15BPDE4B DSE IV – Sports Marketing**

**Semester - IV**

**Class : II BPEd**

**Major : Bachelor of Physical Education**

**Time : 2 Hrs.**

**Max Marks: 60**

**Part – A**

**Circle the Correct Answer**

**5X 1 = 5**

1. 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
  
2. Market segmentation
  - a.) Involves looking at the entire marketplace as one
  - b.) Involves dividing the marketplace into smaller interest groups
  - c.) Usually decreases total sales
  - d.) Is no longer used by successful marketing strategies
  
3. Sponsorships are
  - a.) Only financing sources for universities
  - b.) Recognition for major corporations and smaller businesses
  - c.) Illegal in collegiate athletics
  - d.) Unnecessary to Sports
  
4. Personal selling does not require
  - a.) a vendor
  - b.) a buyer
  - c.) a television commercial with a popular celebrity
  - d.) one-on-one communication between the buyer and seller
  
5. Which of the following is NOT considered a type of reseller?
  - a)wholesaler b)retailer c)manufacturer d)distributor

**PART – B**  
**Write short answers**

**2x5=10**

- 6..Define Advertisement
7. Define Consumer
- 8..What is Consumer Behaviour?
9. What is Positioning?
- 10.Define Marketing Strategy

**PART – C**  
**Answer the following (400 words)**

**3x5=15**

11. a) Write about the concept of Advertising (or)  
b) Write about the promotional methods of Sports
12. a) Write about the objectives of sales promotion (or)  
b) Describe the importance of consumer behaviour
- 13.a)Describe the sales promotion concept. (or)  
b) Explain positioning strategy

**PART – D**  
**Answer the following in detail (800 words)**

**2x15=30**

14. a). Explain sales promotion tools and techniques (or)  
b) Enumerate the objectives of Advertisement and advertising copy.
15. a). Enumerate the consumer buying process and factors influencing buying decision (or)  
b) Explain the Cost effective marketing strategy and strategic marketing planning process in sports