



Maximum

# 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 II – April 2023 IV SEMESTER

Class : II B.P.Ed  
Major : Physical Education

Time: 2 hours  
Maximum Marks: 60

### 21BPDE4B DSE IV – 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. The element which communicates to large audiences in sales promotion is \_\_\_\_\_.  
a. Promotion      b. Campaign      c. Research      d. Personal      CO1K2
2. The creation and maintenance of satisfying exchange relationships  
a. Economics      b. Marketing      c. Profit      d. Business      CO2K2
3. A business offers a customer to satisfy needs is \_\_\_\_\_.  
a. Promotion      b. Price      c. Product      d. Place      CO2K3
4. A specify group of people you want to reach is \_\_\_\_\_.  
a. Customer base      b. Marketing mix      c. Retail shoppers      d. Target market      CO3K3
5. Placement of advertisements inside or outside transportation vehicles is known as \_\_\_\_\_.  
a. Aerial advertising      b. Outdoor advertising      c. Transit advertising      d. Classifieds      CO4K3
6. The buying process starts when the buyer recognizes a \_\_\_\_\_.  
a. Product      b. Shop      c. Money      d. Need      CO4K4

#### Part- B

3x6=18

#### Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Write about the importance of Advertising copy.      CO2K2  
(or)
7. b. What are the advantages of major advertising media?      CO2K3
- 8.a. What are the factors influencing the buying decision?      CO3K2  
(or)
- 8.b. What are the advantages of major advertising media?      CO3K3
- 9.a. Write about the consumer buying process.      CO3K3  
(or)
- 9.b. Write the meaning of consumer behavior and explain about its importance.      CO4K5

#### Part-C

3x12=36

#### Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain the main steps in copy development.      CO3K2  
(or)
- 10.b. Discuss about the evaluation of advertising effectiveness      CO4K5
11. a. Elucidate about the effect of media broadcasting on sports.      CO2K3  
(or)
- 11.b. Explain the process of consumer behavior.      CO3K4
12. a. Enumerate the roles in a buying decision process.      CO4K5  
(or)
- 12.b. How will you advertise and promote your own product?      CO5K4

No. of Copies : 20

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