



Lamballe

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 [now MoE]

Re-accredited with A++ Grade by NAAC. CGPA 3.65 /4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Bachelor of Physical Education Degree Examination – May 2025 IV Semester

Class: II B.P.Ed.

Time : 3 Hours
Max. Marks : 100

23BPDE4B Discipline Specific Elective (DSE) - IV: Sports Marketing

Course Outcomes:

- CO1: Understand the sports marketing environment and trends influencing marketers
CO2: Understand the process and structure in sporting events
CO3: Analysing and evaluating marketing strategies for internationalising sports activity
CO4: Converting ideas / business in the current market
CO5: Using technology tools to capitalise on business resources through marketing

Part A Choose the Correct Answer

10 x 1 = 10

1. Specific information about people, such as income, age, and gender, is known as CO1 K1
a. Demographics b. Variables c. Poll results d. Geography
2. Market segmentation means CO1 K2
a. entire marketplace as one
b. dividing the marketplace into smaller interest groups
c. Categorizing total sales and profit
d. successful marketing strategies
3. Marketing is a process which ultimately aims at CO2 K2
a. Production b. Profit
c. Satisfaction of customer needs d. Selling products
4. _____ are the form of human needs take as shaped by culture & individual personality. CO2 K4
a. Critical Wants b. Demands c. Necessities d. Social Needs
5. _____ is related to the product distribution. CO3 K3
a. Product b. Place c. Price d. Promotion
6. Which of the following does not form the basis of a performance indicator for a marketing plan? CO3 K3
a. Competitor reaction b. Contribution to business performance
c. Marketing effectiveness d. Consumer reaction
7. What is the term for a market that is defined by specific characteristics? CO4 K2
a. Market niche b. Market division c. Market characteristic d. Market segment
8. Consumer values based on personality types are a form of what type of brand value? CO4 K4
a. Core b. Functional c. Expressive d. Individual
9. Advertisement, direct selling, sales promotion these all are the part of which Ps of the market mix? CO5 K5
a. Product b. Promotion c. Place d. Physical Evidence
10. Personal selling does not require CO5 K4
a. a vendor b. a buyer
c. a television commercial d. one-to-one communication

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Discuss the scope and importance of marketing with relevant illustrations. **CO1 K3**
(or)
- 11.b. Highlight the factors influencing the sports market segmentation. Give examples. **CO1 K4**
- 12.a. How sales promotion is carried out in the field of sports and games? **CO2 K2**
(or)
- 12.b. As a physical education teacher how will you promote interest in sports among school children at the secondary level. **CO2 K3**
- 13.a. Explain the concept and objective of advertising? **CO3 K2**
(or)
- 13.b. Elucidate the important aspects of evaluating advertisement effectiveness. **CO3 K4**
- 14.a. Highlight the factors influencing sports consumer decision making. **CO4 K3**
(or)
- 14.b. Explain the various roles in a buying decision process with illustrations. **CO4 K2**
- 15.a. What is meant by strategic marketing planning for sports cite with an example. **CO5 K3**
(or)
- 15.b. Explain the concept of cost effective marketing strategy. **CO5 K2**

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Discuss the approaches to the study of Marketing by citing examples for each approach. **CO1 K2**
(or)
- 16.b. Describe the role of event, sponsor and fan in sports marketing and how it influence sales. **CO1 K3**
- 17.a. Elucidate the concept, types and objectives of Sales Promotion. **CO2 K3**
(or)
- 17.b. Analyze the different measures that can be taken in order to enhance promotion of sports marketing and discuss its importance. **CO2 K4**
- 18.a. What is meant by Advertising copy? Enunciate the major steps in copy development in the context of advertisement. **CO3 K4**
(or)
- 18.b. Evaluate the influence of major advertising media in selling of sports goods and discuss the effect of media broadcasting on sports. **CO3 K5**
- 19.a. Infer the factors that promote a brand among the customers. Discuss the relationship between consumer choice and brand options. **CO4 K4**
(or)
- 19.b. Explain the importance of consumer behaviour in relation to sports. **CO4 K5**
- 20.a. Enumerate the sports market offering strategies and the tools for competitive differentiating. **CO5 K3**
(or)
- 20.b. Analyze the marketing concept by developing a positioning strategy for selling sports goods. **CO5 K4**
