



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

Bachelor of Physical Education Degree Examination – June 2021
IV Semester

Class : II B.P.Ed.

Time : 3 Hours

Max. Marks : 100

18BPDE4B Disciplinary Specific Elective IV: Sports Marketing

Course Outcomes:

- CO1: Will be able to understand the basic concepts in sports marketing and its ventures
- CO2: Will be able to tell the promotional ideas and concepts in sports marketing
- CO3: Understand the nature and effectiveness in advertisement
- CO4: Able to understand the consumer and their behaviour in marketing reach
- CO5: Able to plan the marketing strategies with respect to sports
- CO6: Will understand the role of sponsorship, fan base and events
- CO7: Will understand the importance of advertisement and broadcasting

Part A
Choose the Correct Answer

10 x 1 = 10

1. The elements of the marketing mix are CO1 K1
 - a. Purchasing, distribution, financing, and price
 - b. Product, distribution, price, and promotion
 - c. Purchasing, planning, advertising, and distribution
 - d. Planning, distribution, price, advertising
2. Specifics information about people, such as income, age, and gender, is known as CO2 K3
 - a. Demographics
 - b. Population variables
 - c. Poll results
 - d. None of these
3. Name three technological advances that have helped marketing and advertising become a multibillion-dollar industry CO3 K4
 - a. Internet, television, radio
 - b. Radio, newspapers, magazines
 - c. Internet, billboards, bus advertising
 - d. None of these
4. Market segmentation CO1 K2
 - 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
5. Marketing, as a business function, is CO5 K4
 - a. Encouraging customers to purchase products
 - b. Another term for grocery shopping
 - c. Creating and maintaining satisfying exchange relationships
 - d. None of these
6. Which of the following is not an example of promotion? CO2 K2
 - a. Being on the news for a successful charity event
 - b. Sponsoring the football programs for the local team
 - c. Having the business name on the jerseys of the local baseball team
 - d. Giving away free samples of menu items for the grand opening of a restaurant
7. Publicity CO3 K3
 - a. Is free
 - b. Gives notice about a product, service, or event
 - c. Keeps the name, event, or organization in public view through press releases
 - d. All of the above

8. A disadvantage to using newsprint as an advertising medium is that CO7 K5
 a. The copy cannot be changed quickly
 b. It requires a lot of lead time to place an ad.
 c. It is usually thrown away quickly
 d. All of the above
9. Persons who travel the world to locate the best athletes in their respective sports are CO4 K3
 a. Agents b. Scouts c. Handlers d. Marketing agents
10. Media marketing focuses on all of the following except CO5 K2
 a. Apprenticeship b. Radio c. Television d. The Internet

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Mention the nature of sports marketing. CO1 K1
 (or)
- 11.b. Discuss the major elements in sports marketing. CO1 K2
- 12.a. Brief-out the promotional methods and its determinants in marketing. CO2 K3
 (or)
- 12.b. Distinguish the advantages and disadvantages of promotion in marketing. CO2 K2
- 13.a. List out the steps in developing the advertisement copy. CO3 K1
 (or)
- 13.b. Enumerate the effects of media broadcasting on sports CO3 K4
- 14.a. List out the factors influencing the consumer behaviours. CO4 K3
 (or)
- 14.b. Analyse the importance of consumers in the field of marketing. CO4 K4
- 15.a. Discuss the cost effective marketing strategies. CO5 K2
 (or)
- 15.b. How will you plan the sports marketing? CO5 K6

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or fourpages

- 16.a. Explain the factors influencing the sports marketing segmentation. CO1 K4
 (or)
- 16.b. Draw a flowchart linking marketing-evaluation-selection-elements and sponsors. CO1 K6
- 17.a. Enumerate the objectives, tools and techniques in promoting the sports through marketing. CO2 K4
 (or)
- 17.b. Explain different promotional measures and their importance. CO2 K3
- 18.a. How will you evaluate the cost and effectiveness of advertisement? CO3 K6
 (or)
- 18.b. Explain the advantages and limitations of advertisement. CO3 K4
- 19.a. List out the factors influencing the decision making and buying decision in sports. CO4 K3
 (or)
- 19.b. Draw a flowchart linking consumer-buying process-decision making and behaviours. CO4 K6
- 20.a. Explain the strategies in positioning, offering and developing the sports marketing. CO5 K4
 (or)
- 20.b. Draw a flowchart linking sports promotion-advertisement-consumer and marketing. CO5 K6
