



Murugesu

## 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

### Bachelor of Physical Education Degree Examination – May 2022 IV Semester

Class: II B.P.Ed.

Time : 3 Hours  
Max. Marks : 100

#### 18BPDE4B Discipline Specific Elective (DSE-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

10X1=10

- Sports marketing is a subdivision of marketing which focuses CO1K2  
a. promotion of sports events                      b. promotion of teams  
c. both a & b    d. none of the above
- \_\_\_\_\_ is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who responds similarly to a marketing action. CO2K4  
a. market segmentation                              b. market score  
c. sports market    d. standard market
- \_\_\_\_\_ covers the methods of communication that a marketer uses to provide information about its product. CO3K5  
a. planning    b. decisions    c. Promotion    d. tools
- \_\_\_\_\_ is paying a movie studio or television show to include a product or service prominently in the show. CO2K6  
a. product placement                              b. guerrilla marketing                              c. sponsorship    d. Direct Marketing
- \_\_\_\_\_ can be accessed across the globe via worldwide coverage, which is often live. CO3K3  
a. marking concept                              b. market strategy                              c. sports events    d. both a & b
- The disadvantages of media coverage in sport CO4K5  
a. sports personalities lose privacy                      b. sports personalities get privacy  
c. both a & b    d. none of the above
- \_\_\_\_\_ a subset of consumer behavior, is defined as, "the process involved when individuals select, purchase, use and dispose of sport related products and services to satisfy needs and receive benefits" CO2K1  
a. Sport consumer behavior                              b. sport material sale  
c. sport equipment behavior                              d. Sport consumer sale
- Sport consumers and markets have traditionally been thought to exhibit \_\_\_\_\_ from traditional consumer products, particularly in respect to perceptions of loyalty. CO2K4  
a. worst performance                              b. unique behaviors  
c. both a & b    d. none of the above
- Sports Marketing Strategies and Services is CO3K2  
a. Create Engaging Content                              b. Using the Right Tools  
c. both a & b    d. none of the above
- \_\_\_\_\_ refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or services. CO3K2  
a. sports product                              b. sports management                              c. marketing strategy                              d. none of the above

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

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|--|--------|
| 11.a. Explain the concept of sports marketing.<br>(or)               | CO1 K2 |
| 11.b. Describe about evaluation and selection in sports marketing.   | CO1 K1 |
| 12.a. Explain the sales promotion.<br>(or)                           | CO2 K2 |
| 12.b. Describe about the need and importance of promotion of sports. | CO2 K1 |
| 13.a. What are the main steps in copy development?<br>(or)           | CO3 K4 |
| 13.b. Analyze the concept and objectives of advertisement.           | CO3 K4 |
| 14.a. Explain the consumer buying process.<br>(or)                   | CO4 K2 |
| 14.b. Describe about the sports consumer behavior.                   | CO4 K1 |
| 15.a. Write down the developing of positioning strategy.<br>(or)     | CO5 K3 |
| 15.b. Explain the tools for competitive differentiation.             | CO5 K2 |

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

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|--|--------|
| 16.a. Analyze Factors influencing the sports market segmentation.<br>(or)    | CO1 K4 |
| 16.b. Illustrate the Nature, scope and importance of sports marketing.       | CO1 K2 |
| 17.a. Analyze the tools and techniques of sports promotion.<br>(or)          | CO2 K4 |
| 17.b. Summarize the promotion methods and its determinants.                  | CO2 K2 |
| 18.a. Justify the effect of media broadcasting on sports.<br>(or)            | CO3 K5 |
| 18.b. Evaluate the advantages and limitations of major advertising media.    | CO3 K5 |
| 19.a. Explain the Factors Influencing buying decision.<br>(or)               | CO4 K2 |
| 19.b. Illustrate the Factors Influencing sports consumer decision making.    | CO4 K2 |
| 20.a. Summarize the jobs and careers in the sport business industry.<br>(or) | CO5 K2 |
| 20.b. Facilitate the strategic marketing planning process for sports.        | CO5 K6 |

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