



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

Continuous Internal Assessment Test - February 2020

IV Semester

Class : II BPEd
Major/Branch : Physical Education

Time : 2 Hours
Max. Marks: 60

18BPDE4B DSE IV – Sports Marketing

Course Outcomes:

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

6 x 1 = 6

Choose the Correct Answer

1. The task of any business is to deliver _____ at a profit. CO 1 K2
a)customer needs b)customer value c)products and services d)improved quality
2. Good marketing is no accident, but a result of careful planning and _____. CO 2 K1
A)execution b) selling c)strategies d) research
3. A consumer contest is an example of _____. CO 2 K2
a) personal selling b) sales promotion c) advertising d) indirect selling
4. Marketing, as a business function, is: CO 3 K 3
a.) Encouraging customers to purchase product b.) Another term for grocery shopping
c.) Creating and maintaining satisfying exchange relationship d.) None of these
5. Recreational sports need celebrities to endorse them in order to CO2 K4
a.) Attract more young people b.) attract more of the population in general

- c.) Create more sales for equipment manufacture d.) All of these

Part B
Answer the following in 2lines

2x5=10

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|---|--------|
| 6. Define Marketing | CO1 K2 |
| 7. Define Consumer | CO2 K1 |
| 8. Define Sports Marketing | CO1 K3 |
| 9. What is called promotional activity? | CO3 K3 |
| 10. What is Segmentation? | CO1 K2 |

PART – C
Answer the following (400 words)

3x5=15

- 11.a. Write the Nature & Scope of Marketing (or)
- .b. Write about basis of Market segmentation CO1 K2
- 12.a . Write your own views about online trading (or)
- .b. Write about the promotional methods CO2 K1
- 13a. Write about the objectives of sales promotion (or)
- b.Describe the importance of consumer behaviour CO1 K3

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

2x15=30

- 14.a Write in detail about the concepts and elements of sports Marketing (or) CO3 K1
- .b Write about the importance of studying sports marketing.
- 15.a. Explain the role of Event, Sponsor and fan in Sports Marketing (or) CO 2 K2
- b. Explain in detail about promotional activities of a company