



*Sambath*

**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 – March 2026**  
**IV SEMESTER**

**Class : II BPED**  
**Major : Physical Education**

**Time: 2 hours**  
**Maximum Marks: 60**

**23BPDE4B 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. Sponsorship in sports marketing mainly involves: **CO1K4**  
a) Athletes paying brands b) Brands supporting teams/events for visibility  
c) Fans donating money d) Government funding sports clubs
2. What is the main advantage of athlete endorsements in sports marketing? **CO2K1**  
a) They guarantee ticket sales b) They transfer athlete credibility to the brand  
c) They reduce advertising costs d) They eliminate competition
3. In sports marketing, CRM (Customer Relationship Management) is used to: **CO4K2**  
a) Track player performance b) Manage fan data and loyalty programs  
c) Reduce sponsorship deals d) Organize team schedules
4. In sports branding, a strong logo and color scheme primarily help with: **CO2K5**  
a) Reducing sponsorship costs b) Enhancing brand recall and recognition  
c) Limiting merchandise sales d) Avoiding media coverage
5. The purchase of items like ice cream, chocolate, or soft drinks demonstrate . **CO3K2**  
a) Deliberate buying b) Corrective buying c) Effective buying d) Impulsive buying
6. A marketing plan is a collection of specific **CO2K1**  
a) Products b) Markets c) Staff d) Actions

**Part- B**

**3x6=18**

**Answer ALL Questions**

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

7. a. Describe Advertisement Cost **CO3K1**  
(or)
7. b. Write about Sales Promotion and types of sales promotion **CO2K2**
- 8.a. How will you promote sports, share your views? **CO3K1**  
(or)
- 8.b. Brief – concepts and objectives of advertising **CO1K2**
- 9.a. Define sports industry and three sectors in the industry **CO3K1**  
(or)
- 9.b. Write short notes on Consumer behavior **CO4K2**

**Part-C**

**3x12=36**

**Answer ALL questions**

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

10. a. Explain the advantages and limitations of major advertising media **CO1K2**  
(or)
- 10.b. Elaborate the Advertising Copy **CO2K3**
11. a. Explain the consumer buying process **CO3K4**  
(or)
- 11.b. Enumerate the advantages and disadvantages of major advertising media **CO3K2**
12. a. Draw the flowchart of consumer buying process and explain it **CO2K4**  
(or)
12. b. Explain the jobs and careers in the sports business industry **CO4K1**

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**Staff in-charge: Dr.M.Mary Glory Ponrani**