



**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore – 641 043**

Bachelor of Physical Education Degree Examination – April 2019

IV Semester

Class : II B.P.Ed.

Time: 3 Hrs

Max. Marks: 100

**15BPPDE4B Discipline Specific Elective (DSE-IV) : Sports Marketing
(Physical Education)**

Part – A

10 X 1 = 10

Choose the correct answer

1. Marketers often use the term _____ to cover various groupings of customers.
 - a. people
 - b. buying power
 - c. demographic segment
 - d. marketing
2. A consumer contest is an example of
 - a. personal selling
 - b. sales promotion
 - c. advertising
 - d. indirect selling
3. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
 - a. production
 - b. selling
 - c. marketing
 - d. holistic marketing
4. The task of any business is to deliver _____ at a profit.
 - a. customer needs
 - b. customer value
 - c. products and services
 - d. improved quality
5. Societal Marketing Concept
 - a. Supply the best products wanted by all the people in the society
 - b. Make sure that one meet the needs of the society as a whole whilst satisfying the needs and wants of the customers
 - c. Customers will think more about the society when they buy products
 - d. Marketers should pay taxes to look after the well being of the society
6. Green Marketing
 - a. Making environment friendly products
 - b. Making more products with natural ingredients
 - c. Make use of more green colors in packages
 - d. Educate marketers about the importance of natural environment
7. The first step in planning a marketing research project is
 - a. Conducting a cost
 - b. Searching the area
 - c. Defining and locating the problem
 - d. Assessing resources
8. For whom do sports marketers work ?
 - a. Sponsors
 - b. Media rights holder
 - c. Agencies
 - d. All the above
9. A good mission statement should be
 - a. Focuses on several goals
 - b. Short term view
 - c. Short, memorable and meaningful
 - d. Stresses minor policies
10. The use of a name, symbol, or design to identify a product is known as
 - a. Advertising
 - b. Branding
 - c. Promotion
 - d. Marketing

Answer the following questions

Answer should not exceed 400 words or two pages

11. a. Describe the scope and importance of marketing.
(or)
11. b. Define the concepts and major elements of sports marketing.
12. a. Explain about concepts of sales promotion.
(or)
12. b. Explain about advantages and disadvantages of sales promotion.
13. a. Explain about the objectives of advertising in sports.
(or)
13. b. Brief about the evolution of advertising effectiveness.
14. a. Explain the meaning and importance of customer behavior.
(or)
14. b. Explain about the consumer buying process.
15. a. Explain about the tools for competitive differentiation.
(or)
15. b. Explain the procedures in strategic marketing planning for sports.

Part – C

5 X 12 = 60

Answer the following questions

Answer should not exceed 800 words or four pages

16. a. Write about the factors influencing the sports market segmentation.
(or)
16. b. Explain the future of sports marketing.
17. a. Enumerate the promotional methods in sports marketing.
(or)
17. b. Explain the different measures and importance of promotion of sports.
18. a. What are the concepts and objectives of advertisement ?
(or)
18. b. Write about the effect of media broadcasting on sports.
(or)
19. a. Discuss about the consumer behavior and its meaning and importance to know about the consumer behavior in sports marketing.
(or)
19. b. Explain the factors influencing sports consumer decision making.
20. a. Explain the cost – effective marketing strategy.
(or)
20. b. Explain the various marketing planning for various sports.