



Hambath

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 [now MoE]

Re-accredited with A++ Grade by NAAC. CGPA 3.65 /4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Bachelor of Physical Education Degree Examination – April 2026

IV Semester

Class: II B.P.Ed.

Time : 3 Hours

Max. Marks : 100

23BPDE4B DSE - IV: Sports Marketing

Course Outcomes:

CO1: Understand the sports marketing environment and trends influencing marketers.

CO2: Understand the process and structure in sporting events

CO3: Analysing and evaluating marketing strategies for internationalizing sport activity.

CO4: Converting ideas/business in the current market.

CO5: Using technological tools to capitalize on business resources through marketing

Part A

10 x 1 = 10

Choose the Correct Answer

1. What is the first step in developing a strategic marketing plan in sports? CO1 K2
 - a. Selecting promotional tools
 - b. Conducting a SWOT analysis
 - c. Fixing ticket prices
 - d. Hiring athletes
2. How does advertising during the Super Bowl benefit brands? CO1 K1
 - a. By reducing production costs
 - b. By providing massive audience exposure
 - c. By improving player performance
 - d. By controlling league policies
3. Which promotional strategy involves a company paying to have its logo displayed on a team's uniform? CO2 K2
 - a. Direct marketing
 - b. Sponsorship
 - c. Personal selling
 - d. Public relations
4. How does market segmentation improve sports marketing effectiveness? CO1 K1
 - a. By targeting specific consumer groups
 - b. By eliminating competition
 - c. By reducing ticket availability
 - d. By increasing stadium size
5. What is the main objective of sales promotion in sports events? CO2 K1
 - a. To build stadium infrastructure
 - b. To encourage immediate ticket
 - c. To train athletes
 - d. To set league rules
6. Which element of the marketing mix focuses on distribution channels such as online ticket platforms and broadcasting networks? CO3 K1
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion
7. How does athlete endorsement, such as when Virat Kohli promotes a brand, influence consumers?
 - a. By enforcing legal regulations
 - b. By limiting market reach
 - c. By reducing product quality
 - d. By increasing brand credibility and appeal
8. Which strategy focuses on building long-term relationships with fans and sponsors? CO2 K2
 - a. Ambush marketing
 - b. Price skimming
 - c. Relationship marketing
 - d. Direct selling
9. What is ambush marketing in sports promotion? CO1 K2
 - a. Official sponsorship of an event
 - b. Marketing without obtaining sponsorship rights
 - c. Discount ticket sales
 - d. Media broadcasting agreements
10. Why is measuring return on investment (ROI) important in sports advertising campaigns? CO3 K2
 - a. To evaluate the effectiveness of marketing
 - b. To improve player fitness
 - c. To schedule matches
 - d. To design team logos

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Define Sports Marketing and its Scope in Physical Education. CO1 K2
(or)
- 11.b. What is sports marketing? Explain its role in Sports. CO2 K3
- 12.a. What is sports advertising? CO2 K2
(or)
- 12.b. What is sponsorship in sports? Give suitable examples. CO2 K2
- 13.a. Why is promotion important in sports marketing? CO3 K2
(or)
- 13.b. What are the key elements to consider while preparing a sports marketing budget? CO3 K3
- 14.a. Why strategic planning is needed in sports organizations? CO4 K3
(or)
- 14.b. What is sales promotion? Mention any four examples used in sports events. CO1 K2
- 15.a. How do social media platforms help in the promotion of sports? CO5 K4
(or)
- 15.b. How do sports organizations use digital marketing to promote events and teams? CO4 K6

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. What is market segmentation in sports marketing? CO2 K1
(or)
- 16.b. Explain the role of Fan and Spectators in Sports. CO4 K3
- 17.a. How do sales promotion techniques help in increasing fan engagement in sports events? CO3 K2
(or)
- 17.b. What is sports sponsorship and how does it benefit sponsor? CO3 K2
- 18.a. How does advertising contribute to the growth and promotion of sports events? CO3 K4
(or)
- 18.b. What are the 4Ps of marketing mix in sports marketing? Explain briefly. CO3 K5
- 19.a. Explain the advantages and disadvantages of sports advertisement. CO4 K3
(or)
- 19.b. Short out the Major advertising medias in sports with suitable examples. CO4 K5
- 20.a. What is a strategic marketing plan in sports, and what are its main components? CO5 K4
(or)
- 20.b. How does athlete endorsement influence consumer buying behavior in sports marketing? CO5 K4
