



**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 – April 2025**  
**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. What is the primary goal of sports marketing? CO3 K1  
a) To entertain fans b) To sell sports products and services  
c) To provide updates on sports events d) To create controversies in sports
2. Which of the following is an example of sponsorship in sports marketing? CO1 K2  
a) Advertising during halftime on TV b) Naming a stadium after a corporate brand  
c) Printing match schedules in newspapers d) Publishing blogs about sports events
3. Which medium is most widely used for sports advertising in the digital age? CO1 K3  
a. Billboards b)Television c) Social media platforms d) Magazines
4. In consumer behavior CDM stands for CO4 K2  
a) Consumer Decision Making b) Customer Decision Mix  
c) Customer Development Model d) Consumer Decision Mapping
5. The purchase of items like ice cream, chocolate, or soft drinks demonstrate. CO3 K2  
a) Deliberate buying b) Corrective buying c) Effective buying d)Impulsive buying
6. A marketing plan is a collection of specific CO2 K1  
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 the sales promotional methods and its determinants CO3 K1  
(or)
7. b. Write about Sales Promotion and types of sales promotion CO2 K2
- 8.a. How will you promote sports share your views? CO3 K1  
(or)
- 8.b. Brief – Advertising Copy CO1 K2
- 9.a. Define sports industry and three sectors in the industry CO3 K1  
(or)
- 9.b. Write short notes on role of technology in marketing the products CO4 K2

**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 concepts and objectives of advertising CO2K3
11. a. Explain the tools and techniques of sales promotion 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