



Nariveef

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

**Bachelor of Physical Education Degree Examination – May 2024
IV Semester**

Class: II B.P.Ed.

**Time : 3 Hours
Max. Marks : 100**

21BPDE4B Discipline Specific Elective (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: Analyzing 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
Choose the Correct Answer**

10 x 1 = 10

1. What is the primary focus of Market Segmentation in marketing? CO2 K1
 - a. Maximizing short-term profits
 - b. Identifying homogeneous consumer groups
 - c. Ignoring consumer preferences
 - d. Increasing advertising costs
2. Which of the following is a determinant of Promotional Methods in sports marketing? CO3 K2
 - a. Market segmentation
 - b. Consumer behavior
 - c. Advertising copy
 - d. Media broadcasting
3. What is the main objective of Sales Promotion in sports marketing? CO2 K2
 - a. Building brand awareness
 - b. Enhancing consumer loyalty
 - c. Increasing short-term sales
 - d. Minimizing advertising costs
4. Which factor influences the Evaluation of advertising effectiveness in sports marketing? CO3 K3
 - a. Market segmentation
 - b. Promotion methods
 - c. Advertising copy
 - d. Sponsorship engagement
5. In Sports Consumer Behavior, what plays a crucial role in influencing buying decisions? CO4 K2
 - a. Cost-effective marketing strategies
 - b. Market segmentation
 - c. Media broadcasting
 - d. Sales promotions
6. What is the primary objective of Advertising in sports marketing? CO2 K2
 - a. Maximizing short-term profits
 - b. Building brand awareness
 - c. Ignoring consumer preferences
 - d. Reducing advertisement costs
7. Which factor is considered during the development of Advertising Copy? CO2 K2
 - a. Media broadcasting
 - b. Sales promotions
 - c. Consumer buying process
 - d. Market positioning
8. What is a key element of Strategic Marketing Planning for Sports? CO3 K3
 - a. Minimizing fan engagement
 - b. Differentiating the market offering
 - c. Ignoring market segmentation
 - d. Reducing advertising costs
9. Which strategy involves the identification of competitive differentiation tools in sports marketing? CO3 K2
 - a. Positioning the market offering
 - b. Maximizing short-term profits
 - c. Minimizing consumer loyalty
 - d. Ignoring promotional methods
10. What is the primary focus of Cost-effective marketing strategy in sports marketing? CO2 K3
 - a. Maximizing fan engagement
 - b. Reducing advertising costs
 - c. Minimizing market segmentation
 - d. Ignoring consumer preferences

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Explain the nature of marketing and its significance in the business environment. **CO2 K2**
(or)
- 11.b. Discuss the scope of marketing, highlighting its various elements and functions. **CO3 K2**
- 12.a. Discuss the specific needs that drive promotional activities in sports marketing. **CO1 K2**
(or)
- 12.b. Explore different measures used to promote sports, including events, endorsements and advertising. **CO3 K4**
- 13.a. Define advertising and discuss its primary objectives in the sports industry. **CO1 K1**
(or)
- 13.b. Outline the main steps involved in developing an effective advertising copy for sports. **CO2 K2**
- 14.a. Define sports consumer behavior and discuss its significance in the sports marketing context. **CO2 K1**
(or)
- 14.b. Identify and elaborate on the different roles individuals may play in the sports consumer buying decision process. **CO2 K2**
- 15.a. Enumerate the strategic marketing plan process for sports. **CO2 K3**
(or)
- 15.b. Discuss the importance of cost-effective marketing strategies in the sports industry. **CO3 K2**

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. How does the societal marketing concept differ from the traditional marketing approach? **CO3 K2**
(or)
- 16.b. Identify and discuss the bases for market segmentation in the context of sports marketing. **CO2 K2**
- 17.a. Describe various promotional methods employed in sports marketing. Analyze the determinants that influence the choice of promotional methods in the sports context. **CO3 K3**
(or)
- 17.b. Assess the importance of each promotional measure in enhancing the visibility and popularity of sports. **CO4 K3**
- 18.a. Explain how advertising contributes to the overall marketing strategy in sports. **CO3 K2**
(or)
- 18.b. Explore the impact of media broadcasting on sports, considering both positive and negative aspects **CO4 K3**
- 19.a. Analyze the factors that influence consumers' decision-making when it comes to sports-related products or services. **CO5 K2**
(or)
- 19.b. Provide examples of sports consumer behaviour trends and their impact on marketing strategies. **CO3 K3**
- 20.a. Explain the concept of differentiating the market offering and its importance in sports marketing. **CO2 K2**
(or)
- 20.b. Outline the key steps in the strategic marketing planning process for sports organizations. **CO1 K3**
