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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 2023
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 technologies tools to capitalize on business resources through marketing

**Part A
Choose the Correct Answer**

10 x 1 = 10

1. _____ has evolved from being a game to a competition, moving to being entertainment and finally business. CO2 K2
a. Product b. Sports c. Retail d. Brand
2. Today's global sports industry is worth between \$ 480 and _____ billion. CO1 K3
a. \$620 b. \$720 c. \$820 d. \$920
3. Sports _____ use sports, in any form, to help sell goods and services. CO4 K2
a. Vendors b. Clients c. Marketers d. Customers
4. Sports marketing are a marketing using _____ as a medium. CO3 K1
a. Sports b. Retail c. Brand d. Product
5. Sports fans are prone to quick change in interest and CO2 K2
a. Promotion b. Viewership c. Brand d. Emotion
6. Sport marketer has little control over the _____ product. CO4 K3
a. Core b. Augmented c. Expected d. Service
7. Social media like facebook, Instagram is aiding in fan CO5 K4
a. Viewership b. Promotion c. Sponsor d. Engagement
8. The sports product is a _____ combination of tangible & intangible aspects. CO3 K2
a. Complex b. Easy c. Medium d. High
9. _____ refers to the ability to store pure goods. CO1 K1
a. Inseparability b. Tangibility
c. Perishability d. Intangibility
10. The _____ are the producers and the stars of the event. CO1 K2
a. Customers b. Players
c. Government d. Vendors

Part B **5X6=30**
Answer ALL questions
Each answer should not exceed 400 words or two pages

- 11.a. Briefly explain the approaches to the study of marketing. CO2 K2
(or)
- 11.b. Briefly explain the sponsor and fan in sports marketing. CO3 K1
- 12.a. Explain the concepts and types of sales promotion. CO4 K3
(or)
12. b. Explain the promotional methods and its determinants. CO2 K2
13. a. Explain the concept and objectives of the advertisement. CO3 K3
(or)
- 13.b. Briefly explain the main steps in copy development in advertising copy. CO4 K2
- 14.a. Write short notes on meaning and importance of sports consumer behavior. CO3 K2
(or)
14. b. Explain the roles in buying decision process. CO2 K2
15. a. Briefly explain the effective marketing strategy. CO4 K2
(or)
- 15.b. Briefly explain developing a positioning strategy. CO1 K1

Part C **5X12=60**
Answer ALL questions
Each answer should not exceed 800 words or four pages

16. a. Define marketing and its explain the nature, scope and importance of marketing. CO1 K1
(or)
- 16.b. Describe about the concept and major elements and factors influencing the sports market segmentation. CO2 K3
- 17.a. Define sales promotion and its explain the tools and techniques. CO2 K2
(or)
17. b. Explain promotion of sports and its different measures and their need, importance. CO3 K2
- 18: a. Describe the advantages and limitations of major advertising media. CO2 K2
(or)
- 18.b. Discuss the effect of media broadcasting on sports. CO1 K1
- 19.a. Explain consumer buying process and factors influencing this buying decision. CO3 K3
(or)
19. b. Explain the factors influence of sports consumer decision making. CO4 K2
20. a. Discuss strategic marketing planning process for sports. CO2 K2
(or)
- 20.b. Explain the 'Protocol's to differentiate the market offerings' – Justify in relationship to sports. CO3 K3
