



*Hambally*

**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

**Continuous Internal Assessment Test I – February 2026**

**IV Semester**

**Class : II BPEd**

**Major : Physical Education**

**Time: 2 hours**

**Maximum Marks: 60**

**DSE IV – 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**

**6 x 1 = 6**

**Choose the Correct Answer**

1. In the context of sports marketing, what is the primary difference between 'Marketing of Sports' and 'Marketing through Sports'? CO1 K1
  - a. Marketing of Sports is for amateur leagues, while Marketing through Sports is for professional leagues.
  - b. Marketing of Sports relies solely on TV ads, while Marketing through Sports relies on social media.
  - c. There is no difference; the terms are used interchangeably.
  - d. Marketing of Sports promotes sports events/teams, while Marketing
2. Which characteristic uniquely distinguishes the 'Core Sports Product' (the game itself) from traditional business products? CO3 K2
  - a. It is consistent and strictly quality-controlled.
  - b. It is dependent solely on the price.
  - c. It is intangible, subjective, and unpredictable.
  - d. It has a long shelf-life and can be stored in inventory.
3. In sports advertising, what does the term 'Ambush Marketing' refer to? CO2 K1
  - a. A planned strategy to associate a brand with an event without paying the official sponsorship fee.
  - b. Advertising that appears unexpectedly on a mobile device.
  - c. Marketing that targets fans specifically inside the stadium.
  - d. A brand attacking a rival brand's quality in a commercial.
4. The 'Frequency Escalator' concept in sports promotion is used to: CO4 K3
  - a. Increase the volume of sound in stadium advertisements.
  - b. Move consumers from being non-consumers to light, medium, and eventually heavy users.
  - c. Rank sports teams based on their win-loss records.
  - d. Determine the price of luxury suites based on demand.
5. Which of the following is an example of an 'Endorsement' in sports advertisement? CO2 K1
  - a. A team sending an email newsletter to fans.
  - b. A banner ad displayed on the team's website.
  - c. A stadium engaging in a recycling program.
  - d. A famous athlete appearing in a commercial to recommend a specific brand of shoes.
6. What is the primary goal of 'Activation' in a sponsorship deal? CO3 K2
  - a. To sign the contract legally.
  - b. To prevent other sponsors from entering the league.
  - c. To reduce the cost of the sponsorship fee.
  - d. To engage the audience and bring the sponsorship to life through tangible interactions.

**Part - B**

**3 x 6 = 18**

**Answer ALL Questions**

**Each answer should not exceed 400 words or two pages**

7. a. Write the scope and importance of Sports Marketing CO1 K3  
(or)
7. b. Write about the marketing mix CO3 K2
8. a. List the advantages and disadvantages of Promotion of sports CO1 K3  
(or)

- |  |        |
|--|--------|
| 8. b. List the promotional method tools                          | CO5 K4 |
| 9. a. Write the characteristics of an advertisement copy<br>(or) | CO4 K3 |
| 9. b. Write about the major advertizing media                    | CO3 K3 |

**Part - C**

**3 x 12 = 36**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

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|---|--------|
| 10. a. Enumerate the different approaches to the study of marketing<br>(or) | CO2 K3 |
| 10. b. List the factors influencing the Sports Market Segmentation          | CO3 K3 |
| 11. a. Explain the promotional methods and its determinants<br>(or)         | CO4 K4 |
| 11. b. Write the need and importance of Promotion in marketing              | CO4 K3 |
| 12. a. Draw an attractive advertizing poster for a Sports product<br>(or)   | CO1 K4 |
| 12. b. Elaborate the effect of Media Broadcasting on sports                 | CO2 K3 |

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**\*\*\*\*\* Staff in-charge: Dr.M.Mary Glory Ponrani**