



*K. Sambit*

**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. Recognized by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I- February 2025**  
**IV - SEMESTER**

**Class : II BPEd**  
**Major : Bachelor of Physical Education**

**Time : 2 Hrs.**  
**Max Marks: 60**

**23BPDE4B DSE IV – Sports Marketing**

**Course Outcomes:**

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**

**Circle the Correct Answer**

**6X 1 = 6**

1. Which of the following is a key objective of Sports Marketing CO2 K1  
a) To increase ticket sales      b) To promote a brand through sports  
b) To develop a new product      d) To reduce cost
2. The elements of the marketing mix are CO4 K5  
a.) Purchasing, distribution, financing, and price.  
b.) Product, distribution, price, and promotion.  
c.) Purchasing, planning, advertising, and distribution.  
d.) Planning, distribution, price, advertising.
3. Name three technological advances that have helped marketing and advertising become a multibillion-dollar industry CO2 K3  
a.) Internet, television, radio  
b.) Radio, newspapers, magazines  
c.) Internet, billboards, bus advertising  
d.) None of these
4. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers. CO3 K1  
a) Buying power  
b) Demographic segment  
c) Market.  
d) People
5. Specific information about people, such as income, age, and gender, is known as CO3 K4  
a.) Demographics  
b.) Population variables  
c.) Poll results  
d.) None of these
6. Marketing is a CO2 K3  
a) Social Process    b) Economic Process    c) Managerial process    d) All of the above

**PART – B**

**Answer any two of the following in detail (Not more than 400 words)**

**3x6=18**

7. a) Write about the scope and Importance of Marketing. CO1 K2  
(Or)  
7. b) Write about Promotion & its need. CO1 K3
8. a) Define Market Segmentation & write few examples. CO2 K4  
(Or)  
8. b) Enumerate the concepts of Advertising. CO3 K4
9. a) Write about the objectives of sales promotion. CO2 K3  
(Or)  
9. b) Describe the importance of consumer behaviour. CO1 K3

**PART – C**

**Answer any one of the following in detail (800 words)**

**3x12=36**

- 10.a Write in detail about the different approaches to study sports Marketing. CO3 K1  
(Or)
- 10.b Write about the importance of studying sports marketing. CO3 K1
- 11.a. Explain the measures to be taken to promote Sports Marketing. CO2 K2  
(Or)
- 11.b. Explain in detail about promotional activities of a company. CO2 K2
12. a. Explain Marketing Mix. CO3 K2  
(Or)
- 12.b. Elaborate the tools and techniques of sales promotion. CO2 K1

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