

TIME:2 ½ Hrs

MARKS:75

- Note: i) All questions are compulsory  
ii) Figures to the right indicate full-marks

Q.1A Fill in the blanks with the correct options from the bracket: (Any Eight) (8)

1. What is the primary goal of sports marketing?
  - a. To promote healthy living
  - b. To increase revenue for sports organizations
  - c. To encourage fair play in sports
  - d. To minimize competition among athletes
  
2. Equipment & apparels become the \_\_\_\_\_ product as no game can be played without it.
  - a. Extension
  - b. Awareness
  - c. Core
  - d. Essential
  
3. Which of the following is an example of a sponsorship in sports marketing?
  - a. A company advertising its products during a sports event
  - b. A company providing equipment to athletes for free
  - c. A company offering discounts to sports fans
  - d. A company organizing a sports tournament.
  
4. What is the term used to describe the strategy of creating a unique and desirable image for a sports product in the minds of consumers?
  - a. Brand positioning
  - b. Market segmentation
  - c. Product differentiation
  - d. Sponsorship activation
  
5. \_\_\_\_\_ involves unconventional, innovative and usually low – cost marketing tactics to engage consumers.
  - a. Direct Marketing
  - b. Campaign Marketing
  - c. Guerrilla Marketing
  - d. Digital Marketing
  
6. Which of the following is a characteristic of an effective sport/event logo?
  - a. Remote
  - b. Timeless
  - c. Practical
  - d. Ambiguous

7. What is the term used to describe the unique image and personality of a sports product or organization in the minds of consumers?
  - a. Brand
  - b. Logo
  - c. Slogan
  - d. Mascot
8. Sports event have \_\_\_\_\_ consumption since they are produced and consumed at the same time.
  - a. Simultaneous
  - b. Uniform
  - c. Delayed
  - d. Certainty
9. Host city is the place where the \_\_\_\_\_.
  - a. Player hails from
  - b. Event is held
  - c. Sports originates
  - d. Topography
10. What is the term used to describe the process of building and maintaining relationships with customers in sports marketing?
  - a. Promotion
  - b. Publicity
  - c. Advertising
  - d. Relationship marketing

**Q.1B State whether the following statements are true or false (Any Seven)**

(7)

1. Sports marketing strategies remain consistent across different regions and cultures.
2. Sports marketing primarily focuses on promoting individual athletes rather than sports organizations.
3. Sponsorships are supposed to benefit both parties.
4. In sports marketing, sponsorship involves only financial support and does not include providing products or services.
5. The term "soft goods", refer to items that are literally soft, such as clothing, and linens.
6. Pricing strategies vary throughout the stages of the product life cycle.
7. Events like Olympics have selective appeal.
8. Market segmentation is not necessary in sports marketing since all sports fans have similar preferences.
9. The players are the core products in sports since they are the producers and the stars of the event.
10. Building strong relationships with fans is crucial for long-term success in sports marketing.

- Q.2 Attempt the following.**
- a. Discuss the characteristics of Sports Marketing. 8
  - b. Explain the concept of 'Attendance Frequency Escalator'. 7

**OR**

- c. Discuss the advantages & limitations of Internet media in sports. 8
- d. Discuss the 7Ps of Marketing Mix of IPL. 7

- Q.3 Attempt the following.**
- a. Discuss the components of promotion mix for Sports Marketing. 8
  - b. Discuss the hierarchy of effects model with reference to Sports Marketing. 7

**OR**

- c. What are the common problem encountered during Sports Marketing Research. 8
- d. What are the key issues in Sports Products Strategy. 7

- Q.4 Attempt the following.**
- a. Explain the 2 Sector Model of Sports Industry. 8
  - b. Discuss the ethical issues in Sports Marketing. 7

**OR**

- c. Discuss the 'Core & Extension' products in Sports Marketing. 8
- d. Discuss the various sales approaches used in sports selling. 7

- Q.5 Write short notes on: (Any three)**
- a. 5Ps of Selling Sponsorship in Sports. 15
  - b. Benefits of High Brand Equity in Sports.
  - c. Features of the Sport E-Business.
  - d. Features of the Sports Store-Brick and Mortar.
  - e. Meek's Model of Sports Industry.

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