

Time : 2:30 Hours

Marks : 75

- N.B: 1. All Question are compulsory.
2. Figures to the right indicate full marks
3. Draw neat diagram wherever necessary

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

1. Survey for sports market research can be conducted through field and _____
 - a. Community
 - b. Mail
 - c. Observation
 - d. Publication

2. Brand _____ in sports is the ability to attract and retain customers.
 - a. Image
 - b. Loyalty
 - c. Equity
 - d. awareness

3. _____ is the process of managing identity and perception.
 - a. Advertisement
 - b. Premiums
 - c. Endorsements
 - d. Branding

4. Skills required in sports sale are _____
 - a. Elasticity and listening
 - b. Customer Relationship Management
 - c. Empathy
 - d. All the above

5. Pricing above the competition is done when the products are _____ to the competitors.
 - a. Penetration Pricing
 - b. Skimming Pricing
 - c. Value Based Pricing
 - d. Cost Plus Pricing

6. Which of these is not a type of sponsorship?
 - a. Annual events
 - b. Festivals
 - c. Fairs
 - d. All the above

7. _____ Sports marketers must make the first move to contact the sports consumers as a result of this kind of purchase behavior.
- Direct
 - Local
 - Indirect
 - Distributor
8. Sports event have _____ consumption since they are produced and consumed at the same time.
- Simultaneous
 - Uniform
 - Delayed
 - Certainty
9. Host city is the place where the _____.
- Player hails from
 - Event is held
 - Sports originates
 - Topography
10. The _____ may also be referred to as "Bricks and Mortar"
- Retailer
 - Wholesaler
 - Distributor
 - Franchise

Q.1B State whether the following statements are true or false (Any Seven) (7)

1. FIFA runs a global licencing programme , which gives fans the opportunity to engage with our tournaments and purchases official memorabilia
2. The warranty obligates both parties to the term of the contract.
3. Sponsorships is the financial support for the business.
4. The value of sponsorship and media contracts significantly reduces with ticket sales.
5. Brand equity impacts the volume of sales generated.
6. Sporting events are considered a service product because they are intangible.
7. Confidentiality is a standard provision in franchise agreements.
8. Distribution strategy, often referred to as place strategy
9. Products define appropriate format and media for promotion.
10. Sports marketing does not cover sports sponsorship and sports events

- Q.2 Attempt the following.**
- a. Discuss the characteristics of Sports Marketing. 8
 - b. Explain the Marketing Myopia in Sports Marketing. 7
- OR**
- c. Explain in detail the model of sports industry. 8
 - d. Why is market research essential for an ideal sports marketing strategy 7
- Q.3 Attempt the following.**
- a. Discuss the sports team Branding. 8
 - b. Describe the various factors that affect pricing decisions. 7
- OR**
- c. Explain the steps involved in sports selling process. 8
 - d. Explain the Brand Equity development process. 7
- Q.4 Attempt the following.**
- a. Explain the various type of sports promotion strategy. 8
 - b. Discuss the cross – impact matrix of 5Ps of Sports Marketing, 7
- OR**
- c. Discuss the hierarchy of effects model with reference to Sports Marketing. 8
 - d. Explain distribution channel and explain its various types. 7
- Q.5 Write short notes on : (Any three) 15**
- a. Importance of Research in Sports Marketing
 - b. Brand Equity and Brand Loyalty
 - c. Personal Selling
 - d. Ambush marketing
 - e. Sports marketing Mix
