TIME	:2 ½ Hrs	31	. 7			
	MARKS:75	Q	4	20		
		~ ~	\$ <sup>0</sup>		2	
Not	e: i) All questions are comp	oulsory	1	10.	77	
	ii) Figures to the right in		rks	200	A. Carrier	
	1) x 1gu 00 to the 1 gu	20		.35	10	A.
Q.1A	Fill in the blanks with the	correct ontic	ne from th	e bracket: (	Any Eight)	-
1.	What is the primary goal of			c bijacket. (	The Digito	
a.	To promote healthy living	oppris marke	cuite.	3	The Carrier	
b.	To increase revenue for spo	orte organizați	one to	7		
c.	To encourage fair play in sp		Ollo C	· ~	0	0
d.	To minimize competition a		. <i>(</i> 55)	70.		2
u.	To minimize competition a	mong annetes	3	Then,	65 6	51
2.	Equipment & apparels be	come the	- maduat	45 m	can be play	ad
2.	without it.	come me	product	as no game	can be play	ea
a.	Extension S	\$ 7°	in the	( 2)	10	
а. b.	Awareness, &	at.	(3)	Solv	10 m	in.
	Core	\$5°	75	7	£?	+
c. d. S	Essential	39	70.	(3)	5	1
u	Essential	7	Ø .	4	7	
3	Which of the following is		9	~		
sider.	Which of the following is a	in example of	a sponsorsn	ip in sports i	narketing?	-
~'a. ⊾	A company advertising its			vent	(E)	0
b.	A company providing equi	pment to athle	tes for free	₹\$		~
C.	A company offering discou			,Õ	Q' . G	
a.y	A company organizing a sp	ons tourname	ent	7 3	₩ ±	
, Q	W7 65 4 4 6 4 4	Q	3,0			
4.	What is the term used to de	scribe the stra	negy of erea	ung a uniqu	e and desirable	3
,	image for a sports product	in the minds of	or consumers	s: 'E	10	
^	Brand positioning		3		~	
b. స్ట్ర	Market segmentation	70,	76	100	(O)	
C	Product differentiation	2	S	4.	,	
∑.d.	Sponsorship activation	3, 70,	- 15°	1. C. J.		
8'_		,	50			
5.	involves unconventi		ve and usua	Ily low – cos	st marketing	
ó	tactics to engage consumers	s. 500	~ .			
a.	Direct Marketing	S. Commercial Commerci	Ä.			
b.√	Campaign Marketing	in the	1.			
(co.	Guerrilla Marketing	is the	4			
Ţd.	Digital Marketing	100	3			
		170,	7			
6.	Which of the following is a	characteristic	of an effec	tive sport/ev	ent logo?	
a, ~	Remote	211	in the			
b. \	Timeless	19°, "	, m			
c.	Practical 2	S' (6)				
d.	Ambiguous	The same of the sa				
į.a.		47				

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 at a single and a single at a singl
8.	Sports event have consumption since they are produced and consumed at
	the same time.
a.	Simultaneous (2) (3) (3) (3)
b.	Uniform - Company of the Company of
C.	Delayed Si Si Si Si Si
d.	Certainty &
9.	Host city is the place where the
a.	Player hails from
b.	Event is held to the second of
C.	Sports originates S S S
d.	Topography
1	
10.	What is the term used to describe the process of building and maintaining
1	relationships with customers in sports marketing?
a.	Promotion of at at a said of at a said of a sa
b.	Publicity 2 5 4 3
C	Advertising of at the second of the second o
d.5	Relationship marketing
d.55	
d. Q:1В	State whether the following statements are true or false (Any Seven) (7)
d. 5 Q:1B 1.	State whether the following statements are true or false (Any Seven)  Sports marketing strategies remain consistent across different regions and
· .	State whether the following statements are true or false (Any Seven) Sports marketing strategies remain consistent across different regions and cultures.
· .	State whether the following statements are true or false (Any Seven)  Sports marketing strategies remain consistent across different regions and cultures.  Sports marketing primarily focuses on promoting individual athletes rather than
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Q.2		
a.	Discuss the characteristics of Sports Marketine	
b.	Explain the concept of 'Attendance Frequency Escalator'.	
c.	Discuss the advantages & limitation of	
d.	Discuss the advantages & limitations of Internet media in sports.  Discuss the 7Ps of Marketing Mix of IPL.	
	and it is of warketing wix of IPL.	
Q.3	Attempt the following.	
a.	Discuss the components of promotion with S. S.	-1-0
b.	Discuss the hierarchy of effects model with a sports Marketing.	ેં ફ
	Discuss the hierarchy of effects model with reference to Sports Marketing.	7
c.	What are the common problem encounts of the common problem enc	
d.	What are the common problem encountered during Sports Marketing Research. What are the key issues in Sports Products Strategy.	_8
	Todal in oports Finducts Strategy:	\J
		4
	(g) 4g, 47, 2g, 2g, 2g, 3g, 3g, 3g, 3g, 3g, 3g, 3g, 3g, 3g, 3	
0.40	Attempt the following.	
a.	Explain the 2 Sector Model and	
a. b.	Explain the 2 Sector Model of Sports Industry.  Discuss the ethical issues in S.	-8
1	Discuss the ethical issues in Sports Marketing.	7
c.	Discuss the Core & Talina OR	<i>j</i> * •
d. 🗟	Discuss the Core & Extension' products in Sports Marketing.	8
501,	Discuss the various sales approaches used in sports selling.	7
2x,		,
$\supset$		
Q.5	Write short-notes on: (Any three)	
ı. 🔣	SPs of Selling Sponsorship in Sports	15
). 🚕	Benefits of High Brand Equity in Sports	
10	reatures of the Sport E-Business	
77	Features of the Sports Store-Brick and Mortar.	
•	Meek's Model of Sports Industry.	
4		
37		