1 ime: 2 ½ Hours				Marks: 75
Note: i) All question ii) Figures to t	ns are compulson the right indicate			
				3.0
Q.1.A) Choose the	correct answer:	(Any Eight)		(08)
		industry which helent c. Sales	ps to overcome mar d. Services	keting myopia.
2. 'Host city' is the	olace where			
a. the player hails played	from b. the eve	ent is held c. the s	sport originates d.	the world cup
3. The added value t a. brand awareness	hat a certain prod b. brand nan	luct has by virtue one c. brand ed	f its brand name is _quity d. bran	nd image
		nich the sponsor an	d property are perce	ived as
belonging togethe a. Relatedness	b. proximity	c. associations	d. togethernes	SS
5. When a product r promotion become	es more promine	nt.	ife cycle, persuasive	
a. introduction	b. growth	c. maturity	d. decline	
6a. critical advertis	time to the second seco		rast one sports produ ative advertisements	act with another.
c. ambush market			e marketing	
7. The main goal of	public relations of	lepartment is to en	hance	_reputation.
		c. employee's		
	olders are individual	dual, the agreemen	ts they enter into are	known as
a. endorsement		c. sponsorship	d. player	
9. A major attractio	n in sports is its _	£' X		
a. uncertainty	b. diversity	c. certainty	d. revenue gene	eration
10 the agreement is		eement, will descr	ibe the geographic ar	rea within which
a. tenure	b. territory	c. parties	d. royalty	

Q.1.B) State whether the following statements are true or false: (Any Seven)	(07)
1. The result validity of sports research is for a long span of time.	
2. Creation of experience based relationships is a vital part of sports marketing.	
3. The movement of frequency escalator starts on the top level, moving downwards.	
4. Praising the customers product, operations, or company is referred to as a compliment selling approach.	
5. Publicity always enhances the image of the sports product.	
6. A direct distribution channel is long in length in which the manufacturer sells the product directly to the consumer.	
7. Franchisee has no right to use the franchisor's ideas, names and logos.	
8. Confidentiality is a standard provision in franchise agreements.	
9. The Olympic Partners (TOP) Programme is the worldwide sponsorship programme managed by the IOC.	
10. 'Value in kind' is the monetary benefit a sponsor may provide the rights holders.	
Q.2. Answer the following:	
a. Explain the various models of sports industry.	(08)
b. Discuss the various environmental factors affecting sports.  OR	(07)
c. Discuss the steps involved in implementation of sports marketing program.	(08)
d. Explain the various types of primary market research.	(07)
Q.3. Answer the following:	
a. Explain in detail about evaluating and measuring effectiveness of sponsorships.	(08)
b. Discuss the various factors affecting pricing in sports marketing.  OR	(07)
c. Explain the benefits of brand equity and its development process.	(08)
d. Explain the various ethical issues in selling the sponsorships.	(07)
Q.4. Answer the following:	
a. Explain the various components of promotion mix for sports marketing.	(08)
b. Discuss the essential features of a sports facility.  OR	(07)
c. Discuss the various media options often used in sports advertising and promotion.	(08)
d. What is Sports E-business? Explain the features of Sports E-business.	(07)

## Q.5. Answer the following:

- a. Explain the cross impact among the 5 Ps of sports marketing mix.
- (08)

b. Discuss the various aspects of franchise agreement.

(07)

OR

## Q.5. Write Short Notes on: (Any Three)

(15)

- a. Indian Premier League (IPL).
- b. Marketing myopia in sports.
- c. Sponsorship agreement.
- d. FIFA football world cup.
- e. Core & extension products.