

Time: 2 ½ Hours

Marks: 75

Note: i) All questions are compulsory

ii) Figures to the right indicate full marks

Q.1.A) Choose the correct answer: (Any Eight)

(08)

1. An important element of the sports industry which helps to overcome marketing myopia.
a. Marketing mix b. Entertainment c. Sales d. Services
2. 'Host city' is the place where _____.
a. the player hails from b. the event is held c. the sport originates d. the world cup played
3. The added value that a certain product has by virtue of its brand name is _____.
a. brand awareness b. brand name c. brand equity d. brand image
4. _____ refers to extent to which the sponsor and property are perceived as belonging together.
a. Relatedness b. proximity c. associations d. togetherness
5. When a product reaches the _____ stage of its life cycle, persuasive promotion becomes more prominent.
a. introduction b. growth c. maturity d. decline
6. _____ an executional format, contrast one sports product with another.
a. critical advertisements b. comparative advertisements
c. ambush marketing d. negative marketing
7. The main goal of public relations department is to enhance _____ reputation.
a. company's b. people's c. employee's d. customer's
8. Where the right holders are individual, the agreements they enter into are known as _____ agreements.
a. endorsement b. team c. sponsorship d. player
9. A major attraction in sports is its _____.
a. uncertainty b. diversity c. certainty d. revenue generation
10. _____ aspect of the agreement, will describe the geographic area within which the agreement is relevant.
a. tenure b. territory c. parties d. royalty

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.
-