

Time: 2½ Hours

Marks:75

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

**All Questions are compulsory and carry equal marks**

**Q 1 (A) Fill in the blanks (solve any 8)**

**8 marks**

- Celebrities add \_\_\_\_\_ quotient at events  
a. Emotional    b. Glamour    c. Spiritual    d. Out casting
- The Involvement of \_\_\_\_\_ stage is maximum in sports  
a. Infancy    b. Retirement    c. Youth    d. Old People
- Video, games, tickets music etc. are the \_\_\_\_\_ element of the sports Product.  
a. extended    b. Core    c. Crucial    d. Negative
- The Consumer perception about the Brand is Brand \_\_\_\_\_  
a. Equity    b. Image    c. awareness    d. spontaneous
- \_\_\_\_\_ are a form of advertising that uses famous personalities or celebrities  
a. Endorsement    b. Contest    c. Premium    d. Demand
- \_\_\_\_\_ are items given away with the sponsor's product as part of the sales promotion.  
a. Premium    b. Sweepstakes    c. Coupon    d. Negative
- \_\_\_\_\_ is standard wording agreement that can be reused over and over without change.  
a. Boiler Plate    b. General    c. Broadcast    d. Ambush
- \_\_\_\_\_ aspect of the agreement, will describe the geographical are within which the agreement is relevant.  
a. Tenure    b. Territory    c. Parties    d. Termination
- The \_\_\_\_\_ may also be referred to as Bricks and Mortar.  
a. Retailer    b. Wholesaler    c. Distributer    d. Franchise
- Sports Event have \_\_\_\_\_ the Consumption Since they are Produced and Consumed at the same time.  
a. Simultaneous    b. Uniform    c. Delayed    d. Certainty

**Q 1 (B) True or False (Solve any 7)**

**(7 Marks)**

- Events Like Olympics and selective appeal
- The Result validity of sports research is for Long Span of time
- Pricing strategies vary throughout the stages of the Product Life Cycle
- The Perception of a sports brand can also be created with its sponsors
- Ideas that are Common in Consumers mind are used in sticky branding
- Sponsorship are supposed to benefit both parties
- Value in Kind is the monetary benefit a sponsor may provide the Rights Holder

8. Franchisee has no right to use the Franchisor ideas names and logo
9. Building strong relationships with fans is crucial for long-term success in sports marketing
10. Products defines the appropriate format and media for promotion

Q2) A) Discuss the Characteristics of Sports Marketing? (8 Marks)  
B) Explain the Decision making Process for Sports Involvement? (7Marks)

**OR**

C) Discuss the Advantage & Disadvantage of Internet media in Sports? (8 Marks)  
D) Explain the main Objective of Sports Sponsorship? (7 Marks)

Q3) A) Explain the Ethical issues in selling the Sponsorship? (8 Marks)  
B) Explain the hierarchy of effects model with reference to sports marketing (7 Marks)

**OR**

C) Explain the Components of Promotion mix for Sports marketing ? (8 Marks)  
D) What are the types of Distribution Channels used for Sports Marketing? (7 Marks)

Q4) A) Explain the Some Feature of the Sports Brick and Mortar store? (8 Marks)  
B) Explain 7ps of Marketing IPL? (7 Marks)

**OR**

C) Explain the Cross Impact Matrix of the 5Ps of Sports Marketing? (8 Marks)  
D) Explain the miscellaneous provision in franchise agreement? (7 Marks)

**Q5) Short Notes (Any 3) (15 Marks)**

1. Problem in sports marketing research
2. Benefits of High Brand Equity in Sport
3. Personal Selling
4. Indian Premier League (IPL).
5. FIFA football world cup.

\*\*\*\*\*