

**SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2023****BACHELOR OF SPORTS MANAGEMENT (BSM)****GBSM2B03T: FUNDAMENTALS OF SPORTS MARKETING****Time: 2 Hours****Maximum Marks: 60****SECTION A: Answer the following questions. Each carries *two* marks.  
(Ceiling 20 Marks)**

1. What is holistic marketing concept?
2. Give an account on CRM.
3. What do you mean by consumer behaviour?
4. What is post-purchase dissonance?
5. Comment on product life cycle.
6. What is brand equity?
7. Enlist the features of geographical pricing.
8. What do you understand by the term 'market'?
9. What is quantitative research?
10. Mention the advantages of branding.
11. What is a service industry?
12. Write a note on customer lifetime value.

**SECTION B: Answer the following questions. Each carries *five* marks.  
(Ceiling 30 Marks)**

13. Discuss the impact and scope of branding.
14. List the difference between consumer markets and business markets.
15. What are the factors to consider while setting price for products?
16. Discuss the scope of marketing.
17. Discuss the factors influencing consumer behaviour.
18. Differentiate between product and service using suitable examples.
19. What are consumer's needs, wants and demands? Explain with relevant examples.

**SECTION C: Answer any *one* question. Each carries *ten* marks.**

20. Discuss the evolution of sports marketing into a global business.
21. Explain in detail about the Consumer-buying decision making process.

**(1 × 10 = 10 Marks)**