

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2024**(Regular/Improvement/Supplementary)****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. Define marketing.
2. What is marketing mix?
3. List out the limitations of marketing research.
4. What is 'product concept' in marketing?
5. Comment on value based pricing.
6. What are the levels of a product?
7. What is extended problem solving?
8. Write an account on marketing environment.
9. What does "TAT" stand for in the context of qualitative research methods?
10. Give an account on survey method.
11. Why is demand forecasting important?
12. State the significance of sports marketing.

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

13. Discuss the role of marketing in society and its impact on various stakeholders.
14. Compare and contrast quantitative and qualitative research methods.
15. How do the elements of the marketing mix interact to create value for customers?
16. Explain the various methods in quantitative research.
17. Differentiate between needs, wants, and desires in the context of marketing.
18. What are the factors to be considered when setting price of sports goods?
19. Discuss the advantages of branding sports products.

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

20. Discuss in detail about consumer behavior and the consumer buying decision process.
21. What is a brand? Discuss the role and scope of branding using suitable examples.

(1 x 10 = 10 Marks)