

D3BSM2206

Reg. No:.....

Name:

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023

BACHELOR OF SPORTS MANAGEMENT (BSM)

GBSM3B07T: SPORTS MARKETING STRATEGY

Time: 2 Hours

Maximum Marks: 60

SECTION A: Answer the following questions. Each carries *two* marks.

(Ceiling 20 Marks)

1. Why is market segmentation important?
2. What do you mean by marketing strategy?
3. Write the components of Growth Share Matrix.
4. Write an example of a sports marketing campaign for a specific target audience.
5. What do you mean by cost leadership strategy?
6. Mention all the components of PESTLE analysis.
7. What is niche marketing?
8. Write any two differences between multi-channel and omni-channel marketing.
9. What is SWOT analysis?
10. What are the benefits of doing competitive analysis?
11. What do you mean by exit strategy?
12. Write any two benefits of creating a differentiation strategy.

SECTION B: Answer the following questions. Each carries *five* marks.

(Ceiling 30 Marks)

13. How can you analyse macro-environment of an organisation?
14. Explain the term market segmentation using examples from sports industry.
15. Why is differentiation strategy very important? Explain with examples.
16. How can market leaders expand their market share?
17. Discuss about the various challenges in sports marketing.
18. Why is brand association important in sports?
19. Write a short note on mass marketing and its advantages.

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

20. What are the components of a marketing plan? Discuss its importance.
21. Create a detailed marketing strategy for any sports event of your choice.

(1 x 10 = 10 Marks)