

THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(Regular/Improvement/Supplementary)

BACHELOR OF SPORTS MANAGEMENT

GBSM3B07T: SPORTS MARKETING STRATEGY

Time: 2 Hours

Maximum Marks: 60

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

(Ceiling 20 marks)

1. What do you mean by Price positioning?
2. Explain Behavioral market segmentation with example.
3. Define Targeting.
4. Why Sponsorship is important for conducting an event? Explain with an example.
5. Write down the Environmental factors affecting sports industry.
6. Define Sports Marketing Strategy.
7. Define the term 'Differentiation'.
8. What is Omni Channel Merchandising?
9. What is Mass Marketing? Write an example.
10. What do you mean by event promotion?
11. Define Market Segmentation.
12. What do you mean by Facility Management?

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

(Ceiling 30 marks)

13. How should business take decisions related to BCG matrix?
14. Explain the steps involved in Market segmentation.
15. Elucidate the Market Segmentation Process.
16. Discuss the strategies adopted by Market leaders.
17. Define Mass Marketing and Niche Marketing with examples.
18. Write a note on role of sponsorship for conducting an event.
19. Explain the steps involved in the implementation of sports marketing strategies.

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

20. Prepare a marketing plan for any sports related goods.
21. Write a note on market leaders and the strategies adopted by market leaders to retain their position in the market.

(1 x 10 = 10 Marks)