

QP CODE: D4BSM2402	(Pages: 2)	Reg. No :
		Name :
FOURTH SEMESTER FYUGP EXAMINATION, APRIL 2026 Discipline Specific Core (DSC) Courses - Major BSM4CJ204 : SPORTS MARKETING STRATEGY (Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. Explain the importance of a marketing plan for sports organizations.	BL4	CO1
2. What are the dimensions of demographic segmentation?	BL2	CO2
3. What do you mean by Personnel Differentiation?	BL2	CO3
4. Define retail marketing.	BL2	CO4
5. List out any three opportunities in the sports industry.	BL2	CO1
6. What does measurability mean in segmentation?	BL2	CO2
7. Identify the target audience of any sports organisation and justify it.	BL3	CO3
8. Distinguish between direct and indirect competition in the business markets.	BL4	CO4
9. Name the four categories of the BCG Matrix.	BL1	CO1
10. State any three reasons why targeting is important in sports marketing.	BL3	CO3
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)		
11. Discuss the core concepts in sports marketing.	BL1	CO1
12. Design a market segmentation strategy for a new sports product, using real-world insights.	BL6	CO2
13. Evaluate the role of consumer behavior and brand perception in product positioning of sports brands.	BL5	CO3
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14.	Evaluate the competitive advantages of market leaders.	BL5	CO4
15.	Compare PESTEL and SWOT analysis as tools for environmental scanning in sports management.	BL3	CO1
16.	Critically evaluate the advantages and limitations of mass marketing in sports business.	BL5	CO2
17.	Discuss the steps involved in the positioning process.	BL2	CO3
18.	Explain the concept and importance of marketing channels.	BL2	CO4
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
19.	Explain the process of market segmentation followed by sports organizations.	BL2	CO2
20.	Define e-commerce. Explain various types of E- commerce.	BL2	CO4
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			