



QP CODE: 24020580



Reg No :

Name :

**BSM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, MAY 2024**

Second Semester

Bachelor of Sports Management

Core Course - SM2CRT05 - FUDAMENTALS OF SPORTS MARKETING

2017 ADMISSION ONWARDS

85101038

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is holistic marketing concept?
2. How does marketing help society?
3. What is demand forecasting?
4. What is a business market?
5. What is a product?
6. What is a service industry?
7. What is break- even pricing?
8. What is advertising?
9. What is the role of social media in marketing?
10. What is Search Engine Optimization?
11. What is the role of marketing in professional sports?
12. What factors has prompted the evolution of sports marketing into a global business?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. How do consumers choose among products and services?
14. What are products and services?
15. What are consumer's needs,wants and demands?
16. Discuss the scope of marketing research.
17. What is survey method?
18. What is brand loyalty?
19. Discuss the role of promotion in the marketing mix.
20. What are the challenges in new product development?
21. What do you understand by consumption of sports?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain in detail about the Consumer- buying decision making process.
23. Discuss the main types of marketing channels and explain its main functions.
24. What is direct marketing? Explain its advantages and disadvantages.
25. Discuss the challenges in designing sports products? How is test marketing significant?

(2×15=30)

