



QP CODE: 24027890



Reg No :

Name :

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

Third Semester

Bachelor of Sports Management

Core Course - SM3CRT10 - SPORTS MARKETING STRATEGY

2020 Admission Onwards

63030049

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What do you mean by marketing strategy?
2. Write all the components of Growth share matrix.
3. Write any 4 components of Marketing plan.
4. What are the steps involved in market segmentation process?
5. Why is market segmentation important?
6. What are the requirements of effective market segmentation?
7. Write any 2 examples of market positioning you have seen in the real world.
8. Write any two benefits of creating a differentiation strategy.
9. What are the different types of competitive strategies used ?
10. Write any two differences between multichannel and omnichannel.
11. State any three features of sports marketing.
12. Why do you think brands associates with sports for their marketing?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Do a PESTEL analysis of any sports organisation of your choice?
14. Briefly explain the term Niche marketing using relevant examples.
15. Create a proper market segmentation plan for a sports shoe brand.
16. What are the advantages and disadvantages of selective specialization?
17. What are the different ways to use positioning strategies?
18. What is a competitive analysis? How do you conduct a competitive analysis?
19. How can market leaders expand their market share?
20. Write 5 features of sports marketing.
21. What are the challenges in sports marketing?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Write a short note on business strategy and corporate strategy of an organization.
23. What is market segmentation? What are the different ways in which companies can segment their market?
24. Why is differentiation strategy very important for start-ups? Explain using examples.
25. Create a detailed marketing strategy for any sports event of your choice.

(2×15=30)

