

CS/BSM/SEM-5/BSM-502/2012-13

2012

SPORTS MARKETING

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives of the following : $10 \times 1 = 10$

i) Market means

a) A place where buyers and sellers meet together

b) Good Managers

c) Ethics of Society

d) None of these.

ii) The step which follows product development in the new
product development process is

a) Business Analysis

b) Concept development and testing

c) Test marketing

d) None of these.

iii) The mark up pricing is a

a) Cost based pricing

b) Demand based pricing

c) Competition oriented pricing

d) None of these.

- iv) What is the extension of "USP" ?
- a) Unique Selling Proposition
 - b) Unique Sales Plan
 - c) Unit Sales Plan
 - d) None of these.
- v) The first step of selling process is
- a) Approach b) Presentation
 - c) Prospecting d) Demonstration.
- vi) Which of the following is true in respect of features of marketing research ?
- a) It is a search for data
 - b) It should be objective
 - c) It is a systematic process
 - d) All of these.
- vii) The third stage in Product Life Cycle (PLC) is
- a) Growth b) Maturity
 - c) Introduction d) Decline.
- viii) Advertising is a part of the
- a) Product mix b) Place mix
 - c) Promotion mix d) Price mix.
- ix) One of the techniques of consumer sales promotion is
- a) Trade coupons b) Sales manuals
 - c) Price discount d) Off invoice allowance.
- x) Which one of the following characteristics is not applicable for services ?
- a) Intangible

- b) Perishable
- c) Inseparable from the servicemen
- d) Homogeneous in nature.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

- 2. Explain the concept of "Marketing Mix".
- 3. Explain the different factors influencing Consumer Behaviour.
- 4. What are the different objectives of Pricing ?
- 5. Discuss about the techniques of organizing Marketing Research.
- 6. Define the terms "Customer Service", "Brand", and "Packaging".
- 7. Explain the different steps of New Product Development.
- 8. Critically analyze marketing of services.
- 9. "Sales is an auxiliary part of Marketing." — Comment.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

- 10. Discuss the various bases for Segmenting Markets. How to choose a Target Market for newly started sports event management company ? $8 + 7$
- 11. Explain the different concepts of Marketing. Distinguish Old/Traditional concept of Marketing with Modern concepts of Marketing. $7 + 8$

12. Describe the various factors you would like to consider for selecting the channels of Distribution for a sports product.

15

13. What is personal selling ?

Discuss the different steps in personal selling process. 4 + 11

14. Define the concept of Consumer Behaviour. Explain the importance of studying Consumer Behaviour in Marketing

Management. 7 + 8