

CS/BSM/SEM-4/BSM-404/2012

2012

**ADVERTISING, PUBLIC RELATION &
SPONSORSHIP**

IN SPORTS

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 for the following :

10X1 = 10

i) Advertising is a part of which of the following ?

- a) Product Mix
- b) Price Mix
- c) Promotion Mix
- d) Place Mix.

ii) Copywriter is a person working in an Advertising
Agency in the

- a) Account Management Dept.
- b) Finance Dept.
- c) Media Dept.
- d) Creative Dept.

iii) Advertising Agencies normally earns 15% commission
from

- a) Customers b) Government
- c) Clients d) Media Houses.

- iv) Which sportsperson is endorsing Orient PSPO ?
- a) MS Dhoni b) Sachin Tendulkar
- c) Yuvraj Singh d) Gautam Gambhir.
- v) Name the principal sponsor of IPL ?
- a) Sahara b) Nike
- c) DLF d) None of these.
- vi) TVS Motor Cycle is endorsed by which sportsperson ?
- a) Yuvraj Singh b) Virat Kohli
- c) Avinav Brinda d) None of them.
- vii) Print Media partner of KKR is
- a) Times of India b) Hindustan Times
- c) Statesman d) The Telegraph.
- viii) Which sportsperson is the brand ambassador of Birla Sunlife ?
- a) Yuvraj Singh b) Suresh Raina
- c) MS Dhoni d) Sachin Tendulkar.
- ix) What is the full form of IMC ?
- a) Indian Marketing Company
- b) International Marketing Communication
- c) Integrated Marketing Communication
- d) Internal Marketing Clients.
- x) The full form of OTS in the context of Advertising Media is
- a) One Time Service
- b) Outstanding TV Slogans
- c) Outstanding Transport Service
- d) Opportunity To See.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss the elements of IMC.
3. Distinguish between Advertising and Sponsorship.
4. Discuss about the concept of Brand positioning.
5. Mention about the Sponsorship details of East Bengal Club.
6. Professional Sporting events cannot survive without sponsorship. Justify.

GROUP – C

(Long Answer Type Questions)

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

7. Explain Public Relations as an important component of JMC for promoting any sporting event.
- 8 Explain the Six-stage hierarchical communication model of Advertising. Mention the important points to be remembered while preparing a sponsorship proposal. $5 + 10$
9. Discuss the functions of the following departments of an advertising agency :
 - a) Account Service Department
 - b) Creative Department
 - c) Media Department. $5 + 5 + 5$
10. Discuss the concept of Sponsorship. Discuss the 'Golden Rule' of selling sponsorship proposal.
11. Discuss in detail about the Sponsors of the following sporting bodies and club in India : $5 + 5 + 5$
 - a) BCCI
 - b) IFA
 - c) AIFF.