

CS/BSM/SEM-4/BSM-404/2013

2013

**ADVERTISING, PUBLIC RELATION AND
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 : $10 \times 1 = 10$

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 Department
- b) Finance Department
- c) Media Department
- d) Creative Department.

iii) Advertising Agencies normally earns 15% commission
from

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

iv) Which sportsperson is endorsing Coca Cola ?

- a) M.S. Dhoni b) Sachin Tendulkar
- c) Yuvraj Singh d) Gautam Gambhir.

v) Name of the principal sponsor of IPL is

- a) Sahara b) Nike
c) DLF d) None of these.
- vi) Which company has recently tied up with Kolkata Knight Riders as drinks partner ?
a) Coca Cola b) Pepsi
c) Complan d) Boost.
- vii) Account Executive is a person working in an Advertising Agency in which department ?
a) Account Management Department
b) Finance Department
c) Media Department
d) Creative Department.
- viii) Which sportsperson is the brand ambassador of AVIVA ?
a) Yuvraj Singh b) Suresh Raina
c) M.S. Dhoni d) Sachin Tendulkar.
- ix) The Asian Cup Football matches were shown live in which TV channel in India ?
a) ESPN & Star Sports b) 24 Ghanta
c) Neo Sports d) Zee Sports.
- 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. What do you understand by integrated marketing communication (IMC) ? Mention the elements of IMC.
3. Distinguish between Advertising and Sponsorship.
4. Discuss about display and classified advertising.
5. Discuss the important duties and responsibilities of a Brand Manager.
6. Define Public Relations. Mention the broad types of public in Public Relations.
7. What do you understand by Brand Equity & Brand Positioning ?

GROUP – C

(Long Answer Type Questions)

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

8. Define advertising. Discuss the different objectives of advertising with examples.
9. Explain the Six-stage hierarchical communication model of Advertising. Explain the AIDA model and discuss how you can use this model as a sports manager in selling sponsorship proposal. $5 + 10$
10. Explain the structure and function of an Advertising Agency in detail.
11. Discuss the concept of Sponsorship. As a Sports Management student share your views how you will prepare a Sponsorship Proposal for an important Sporting event.
12. Discuss in detail about the Sponsors of the following Sporting bodies and club in India.
 - a) BCCI
 - b) AIFF
 - c) East Bengal Club. $5 + 5 + 5$