

AU-1636

M.B.A. (Semester—III) Examination

SPORTS MARKETING

Paper—MBA/3603/SP

Time : Three Hours]

[Maximum Marks : 70

N.B. :— (1) Attempt **ALL** questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Sports Marketing has taken a center-stage across India. Comment. 14

OR

- (b) Differentiate between Eastern and Western sports sector evolution over the period of last five decades. 14

SECTION—B

2. (a) Discuss the concept of marketing plan in Sports. 7

- (b) Formulate marketing strategy to launch an Android Application helping Cricketers to improve their batting motion. 7

OR

- (c) Describe the Eight P's of Sports Marketing. 7

- (d) Pro-Wrestling league could not pick-up in India. Critically examine their marketing strategies. 7

3. (a) Define the concept of Sales Promotion. 7

- (b) For a stadium capacity of 10,000 spectators, 20,000 complementary passes were distributed ; Still only 50 % stadium was filled on match day. What according to you went wrong ? 7

OR

- (c) Explain the relevance of sales promotion to Sports Marketing. 7

- (d) Premium brands like Nike and Adidas are selling their merchandise at heavy discounts under sales promotion schemes, how do you justify this strategy ? 7

SECTION—C

4. (a) Describe the evolution of sports advertisement in India. 7
(b) List down advantages of various advertizing media in India. 7

OR

- (c) Evaluate various media vis-a-vis their cost and reach. 7
(d) What are the limitations of using billboards in the stadiums during a football match ? 7

SECTION—D

5. Karate is a tradional sport of Japan. Over the years Japan took great efforts to promote the sport across the world and now successfully introducing Karate in the Olympics in Tokyo 2020. One such effort is being made in Kabbadi from Indian side. Currently included in Asian Games, slowly but steadily the love for the game is growing across the globe. Recently in 2016 October the World Championship was held in Ahemdabad.

Questions :

- (a) What marketing strategy would you formulate to popularize Kabbadi across major nations, so that it is included in Olympics soon ? 7
(b) Discuss the factors influencing sports consumers in decision making for choosing traditional sports like kabbadi over popular sports. 7