

AT-1444

M.B.A. Semester-III Examination

SPORTS MARKETING

Paper—MBA/3603/SP

Time : Three Hours]

[Maximum Marks : 70

Note :—(1) Figures to the right indicate marks.

(2) Attempt **ALL** questions.

SECTION—A

1. (a) Discuss the scope of sports marketing with respect to various stakeholders of Sports across the world. 14

OR

- (b) Discuss the Evolution of sports in the world in last 150 years. 14

SECTION—B

2. (a) Define marketing mix for Sports Marketing. 7
(b) Formulate a marketing plan for a new Badminton racket manufacturer in India. 7

OR

- (c) What do you mean by cost-effective marketing strategy ? 7
(d) Discuss the Eight P's of Sports marketing with respect to Indian Super League—football. 7
3. (a) What is the importance of promotions in Sports ? 7
(b) I.S.L.-Football tickets are mostly given away as complimentary passes. How would you promote ticket sales for such event in India ? 7

OR

- (c) List down the sales promotional methods for Sports and Sports related products. 7
(d) How would you use sales promotion to promote your new badminton academy ? 7

SECTION—C

4. (a) Discuss the importance of Sports advertising. 7
(b) What are the objectives of using sports celebrity in advertisements ? 7

OR

- (c) Compare the cost v/s. reach factor of television advertising on sports channels. 7
(d) What are the advantages and limitations of print media in sports advertising ? 7

SECTION—D

5. In 2012, the Huffington Post reported the WWE is fake. There have been many news even earlier reporting match duration, moves, finishing moves and outcomes are predetermined. The major events are discussed and planned beforehand. However this had never hampered the growth of World Wrestling Entertainment (WWE) owned by Titan Sports, Inc. It is NYSE listed company with a consolidated revenue of \$ 800 mln. Even the company indirectly accepts the fact that its marketing tactics for keeping fans entertained, by creating stories around WWE Superstars they keep the interest of the viewers alive.
- (a) Discuss a detail plan of launching and marketing a similar sports entertainment show in India. 7
- (b) How do you profile a WWE consumer before and after the Huff Post news of fake wrestling in WWE ? 7