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21MBA3E3AL

MBA III Semester Degree Examination, April/May - 2023

MANAGEMENT

Sports and Entertainment Marketing

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following question with **Question No.1 (Q1) Compulsory**, each question carries **equal** marks.

1. Think of one of your recent purchases. List and describe how the six core standards of marketing were involved with the purchase. **14**
2. What is motivation ? Explain in detail the sports consumer motivation process. **14**
3. Define Pricing. Explain the strategic pricing process for sports product. **14**
4. Design the media scheduling strategies for any entertainment product of your choice. **14**
5. Justify with examples the impact of customised entertainment marketing on business. **14**
6. Choose the appropriate promotional mix elements and critically evaluate its significance for promoting the sports merchandise. **14**
7. Formulate the appropriate entertainment marketing strategies for marketing music. **14**
8. (a) Explain in various carrier opportunities in entertainment marketing. **5**
(b) Write an explanatory note : model of sports consumer behaviour. **5**
(c) Assess the benefits of direct distribution channels. **4**

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