



M.B.A. III Semester Degree Examination, April/May - 2024

MANAGEMENT

Sports and Entertainment Marketing

(NEP)

Time : 3 Hours

Maximum Marks : 70

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

1. Explain the evolution of entertainment marketing. **14**
2. Briefly explain the factors influencing sports consumer behaviour. **14**
3. Critically analyse the product mix components in sports industry. **14**
4. What is media planning ? Briefly explain the factors to be considered for media planning. **14**
5. What is endorsement ? How does it influence the success of sports industry ? **14**
6. (a) What are the unique aspects of sports products ? **6**
(b) Write a note on the importance of distribution channels in the sports industry. **8**
7. (a) Briefly explain the recent trends in entertainment marketing. **7**
(b) Write a note on customized entertainment. **7**
8. (a) Briefly explain sport consumer motivation process. **5**
(b) What is positioning ? Why is it important in sports industry ? **5**
(c) Write a note on the marketing of music. **4**

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