



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**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.  $5 + 10$

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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

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