

<b>Semester: July 24 to Oct 24</b>		
<b>Maximum Marks: 50 Examination: ESE Exam Date: 09.11.24 Duration: 2 hrs.</b>		
<b>Programme code: 14</b>	<b>Class: FY</b>	<b>Semester: I</b>
<b>Programme: MBA Sports Management</b>	<b>Name of the department/Section/Center:</b> Operations (Sports Management)	
<b>College: K. J. Somaiya Institute of Management</b>	<b>Name of the Course: Sports Marketing &amp; Sponsorship Management</b>	
<b>Course Code: 317P14C112</b>		
<b>Instructions:</b> <b>Section I: 25marks + Section II: 25 marks; Use separate answer sheet for both Sections</b>		

**Section I**

Question No.	Part A Answer any ONE questions	Max. Marks
1.	What are the different Sponsorship Objectives. Explain its importance. Explain in detail with the help of examples the different objectives sought, and tactics applied for each type of Sponsorship Objectives.	20
2.	Select any event of your choice and please do the following:  a. Indicate the steps involved in building a Sponsorship Proposal. b. Prepare a sponsorship proposal for your event.	20
3.	You are organizing an Intercollegiate basketball event and have received sponsorship from various companies. "SWIGGY" has agreed to be your "Title Sponsor" for the event. Please do the following:  a. Explain the concept of Sponsorship Activation and its different types b. What kind of activation activities you would carry out for your title sponsor.	20
<b>Part B</b> Write short notes on any ONE of the below		
4.	Sponsorship Servicing	5
5.	Sponsorship Reinvestment Framework	5

**Section II**

Question No.		Max. Marks
1	Answer any 5: (from 1a to 1f)	

1a	What is the difference between “reach” & “impressions”?	2
1b	Explain “CORF” behavior	2
1c	What is advertising “through sports”? Give an example.	2
1d	What is “ATL” marketing?	2
1e	What makes “Chennai Super Kings” a bigger sports brand than “Rajasthan Royals”?	2
1f	True or False? “BCCI is solely responsible for marketing of the IPL”	2
2	Explain the 4 P’s of marketing with an example	5
3	Prepare a marketing plan with timelines for “Decathlon” in India with 10 Crores. Use concepts like STP & SWOT	10