

TYBMS SEM VI 2019-2020 SPORTS MARKETING MOCK TEST

Serial No.	Question	Option A	Option B	Option C	Option D	Right	Right Answer
1	_____ has evolved from being a game to a competition, moving to being entertainment and finally business.	Product	Sports	Retail	Brand	b	Sports
2	Today's global sports industry is worth between \$ 480 and _____ billion.	\$620	\$720	\$820	\$920	a	\$620
3	Sports _____ use sports, in any form, to help sell goods and services.	Vendors	Clients	Marketers	Customers	c	Marketers
4	Sports marketing is a marketing using _____ as a medium.	Sports	Retail	Brand	Product	a	Sports
5	Sports fans are prone to quick change in interest and _____.	Promotion	Viewership	Brand	Emotion	b	Viewership
6	Sport marketer have little control over the _____ product.	Core	Augmented	Expected	Service	a	Core
7	Social media like facebook, Instagram is aiding in fan _____.	Viewership	Promotion	Sponsor	Engagement	d	Engagement
8	The sports product is a _____ combination of tangible & intangible aspects.	Complex	Easy	Medium	High	a	Complex
9	_____ refers to the ability to store pure goods.	Inseparability	Tangibility	Perishability	Intangibility	c	Perishability
10	The _____ are the producers and the stars of the event.	Customers	Players	Government	Vendors	b	Players
11	All sports have a _____.	Apparel	Videos	Application	Venue	d	Venue
12	Waka waka song by singer Shakira was released as the official song of the _____ FIFA World Cup	2005	2010	2015	2020	B	2010

13	_____ as a sports brand is known for having something for everything kind of sports.	Zara	Gucci	Adidas	Pantaloons	c	Adidas
14	Sports marketing is much more than _____ using star athlete endorsers.	Advertisements	Branding	Sales	Promotion	a	Advertisements
15	Sports fans are constantly plugged in to the _____.	Radio	TV	Game	Magazines	c	Game
16	The hierarchy of effects is a _____ step process by which consumers are ultimately let to action.	Six	Seven	Five	Eight	b	Seven
17	After consumers begin to like the sports product, the objective is to develop _____.	Preference	Awareness	Knowledge	Conviction	a	Preference
18	The purpose of public relation is to create _____ between an organisation and the public.	Sale	Promotion	Goodwill	Marketing	c	Goodwill
19	_____ marketing creates a novel situation with consumer to connect with product.	Campaign	Direct	Digital	Guerrilla	d	Guerrilla
20	_____ element that comunicates to large audiences is sales promotion.	Promotion	Campaign	Research	Personal	a	Promotion