

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(B.B.A.IN SPORTS MANAGEMENT (472) )**  
**EXAMINATION: DECEMBER - 2025**  
**SEMESTER - IV**

**Sub.: Athlete & Brand Management (BBA22 S-414/BBA23S-415)**

**Date : 31/12/2025**

**Total Marks : 60**

Time: 2.00pm to 4.30pm

**Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. The promotion of sports, sporting events, associations, and teams is known as
  - a) Marketing through Sports
  - b) Sponsorship Marketing
  - c) Marketing of Sports
  - d) Traditional Integration
2. In a logo what is White colour associated with.
  - a) Purity
  - b) Excitement
  - c) Royalty
  - d) Luxury
3. Which Sponsorship is known as a building sponsorship in sport marketing refers to a sport facility such as a stadium named after the sponsor.
  - a) Title Sponsors
  - b) Co-Sponsors
  - c) Venue Naming Rights
  - d) Building Sponsors
4. What is the primary role that you play as an athlete manager?
  - a) Training the athlete
  - b) Financial Management
  - c) Getting Endorsements and Tie-ups
  - d) None of the above
5. Which of the following does not belong in the 5 P's of marketing?
  - a) Packaging
  - b) Price
  - c) Product
  - d) Promotion

**Q. 2. State True / False (05)**

1. MABI stands for Model of Athlete Brand Image  
a) True b) False
2. There are two types of Loyalty Behavioral Loyalty and Attitudinal Loyalty.  
a) True b) False
3. Product Branding and Corporate Branding are the same.  
a) True b) False
4. In a logo what is Black colour is associated with Luxury.  
a) True b) False
5. Endorsement is an agreement between an individual who enjoys public recognition (a celebrity) and an entity (e.g., a brand) to use the celebrity for the purpose of promoting the entity.  
a) True b) False

**Q. 3. Write Short notes on (Any Three) (15)**

1. What is a Brand? How to select a brand name. Write down the criteria for Choosing a name.
2. Short note on “Various aspects of nature of relationship of brand with Customers.”

3. Elements of Brand Equity.
4. Steps of building a strong successful brand.
5. Explain Different types, ways and 5 P's of Sports Marketing?

**Q. 4. Answer in detail (Any Two) (20)**

1. Define Endorsements. Explain Models of Endorsements.
2. Eight Category Typology of Brand.
3. Make a social media planner/calendar for you Athlete.
  - Total Posts 12-15
  - Use 3 Powers of Social Media
  - 4 Collaboration Posts with the endorsed brand
  - Domestic team promotion post -2
  - Promote your Sport – 1
 Give Ideas for Stories as well

**Q. 5. Case study (15)**

Creating a Sports Brand

- Scenario:

You are an entrepreneur launching a new sports brand that specializes in high-performance athletic gear. Your goal is to build a strong brand identity that resonates with athletes and fitness enthusiasts while competing against established companies like Nike and Adidas.

- Key Considerations:

1. Define your brand's unique selling proposition (USP) and core values.
2. Identify the target audience and ideal marketing channels.
3. Develop branding strategies, including logo, slogan, and endorsements.
4. Plan for athlete sponsorships and collaborations.
5. Outline social media and digital marketing campaigns.

**Questions :**

1. What makes your sports brand unique, and how will you differentiate it?
2. What strategies will you use to attract
3. How will athlete sponsorships and collaborations enhance your brand's visibility?
4. What digital marketing approaches will you use to engage your audience?
5. How can you ensure long-term growth and brand loyalty?

Think strategically and creatively to build a successful sports brand!

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