

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION
(M.B.A. – SPORTS MANAGEMENT)
EXAMINATION : DECEMBER - 2025
SEMESTER - I

Sub: Sports Marketing (MBA25-S102)

Date: 24/12/2025

Total marks: 60

Time: 10.00 am To 12.30 pm

Q. 1. Answer in Detail. (30)

1. Discuss the Marketing Mix (7 P's) in the context of a sports organization. Illustrate with an example of a fitness brand or sports event.
2. What is sports governance? Evaluate how governance impacts brand value and commercial success in sports.
3. Analyse the role of media rights and sports distribution in global sports marketing. Discuss how OTT platforms have changed sports consumption.

Q. 2. Write Short Notes: (Any Two) (10)

1. Ticketing strategies for live events
2. Brand equity in sports
3. Sports governance issues
4. Globalisation of sports products

Q. 3. Answer in Short: (10)

1. What is OTT in sports distribution?
2. State one ticketing strategy.
3. What is digital marketing?
4. Who are stakeholders in sports?
5. Give one example of globalisation in sports.

Q. 4. Case Study (10)

Questions :

OTT and Changing Fan Consumption

The Indian Premier League (IPL) sold digital streaming rights to a major OTT platform. The platform introduced interactive features such as multiple camera angles, real-time stats, and fan polls. While urban viewers appreciated the innovation, many rural viewers struggled due to data costs and connectivity issues. The platform must balance engagement and accessibility to grow viewership.

Questions:

1. Analyse how media rights and digital distribution have changed sports consumption in India.
2. Suggest marketing strategies to increase reach among rural fans.