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D5BSM2203

Reg. No.....

Name:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

BSM

GBSM5B13T: SPORTS PUBLIC RELATION

Time: 2 ½ Hours

Maximum Marks: 80

**SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 marks)**

1. What do you mean by sports PR specialist?
2. What do you mean by news release or press release?
3. What is 'Earned Media'? Give examples.
4. Define 'mass media'.
5. Suggest the best practices to prepare athletes and sports executives for interviews.
6. Name a few internal stakeholders in Sports public relations.
7. List the major stakeholders of corporate communications in sports.
8. Describe one strategy for maintaining strong relationships with sponsors.
9. Define the sports corporate social responsibility.
10. Define the term 'crisis' in the context of sports organizations.
11. Suggest any two skills or qualifications that are important for a career in social media management within the sports industry.
12. What is reputation management?
13. Distinguish between press releases and media pitch.
14. List any two corporate social responsibility activities in the sports industry.
15. Comment on podcast.

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 marks)**

16. Elaborate on the importance of effective stakeholder communication in Sports Public Relations.
17. How is Sports Public Relations differentiated from general Public Relations?
18. Explain the relevance of the relationship between the sports organization and internal stakeholders.
19. How does engagement on social networking sites differ from other digital media platforms?
20. Describe various news media tactics that can be used by sports organizations.

(PTO)

21. How to assess the effectiveness of a crisis response?
22. Explain the significance of blogs in sports public relations.
23. Differentiate between legacy media and new media with examples.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Explain different types of digital media services.
25. Discuss the impact of broadcasting rights on sports leagues. How do broadcasting rights affect the growth of sports leagues?
26. Explain the role of media policy development within a sports organization. How media policy can benefit the organization in its interactions with the media?
27. Define strategic sports social responsibility. How can it be integrated into a sports organization's overall strategy?

(2 X 10 = 20 Marks)