D5BSM2303 **Reg. No.....**

Name: .....

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(Regular/Improvement/Supplementary)

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. Identify the major sports leagues in India.
2. Briefly describe the role of media relations in sports public relations.
3. Define the term ‘media pitch’.
4. List out a few skills required for a sports PR specialist.
5. Define ‘news conferences.
6. List any two corporate social responsibility activities in the sports industry.
7. Mention the role of donor relationships in sports organizations.
8. Explain the term ‘Paid Media’ with examples.
9. Differentiate between website and blog.
10. Define the term ‘reach’ in social media.
11. State the promotional strategies that can be applied to a sports website.
12. Define the term ‘legacy media’.
13. Identify various corporate communication channels.
14. Explain the importance of media policy development.
15. Illustrate ‘crisis management’ in sports public relations.

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

16. Explain various types of print organizational media in sports.
17. How to manage the relationship between the sports organization and external stakeholders?
18. Discuss the advantages and challenges of using electronic media in sports public relations.
19. Describe the purpose and benefits of media tours for sports organizations.
20. Discuss the importance of cultivating positive relationships in the community for sports organizations.
21. Give an example of a successful Sports Public Relations campaign. What were the key components that contributed to its success?
22. Explain the role of social media in engaging publics for sports organizations.
23. Why is digital media considered necessary in sports public relations?

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

24. Explain the role of a PR specialist in reputation management.
25. Illustrate the strategies for effective digital media services.
26. Briefly describe the historical developments of mass media in sports public relations and analyze the current media sports environment.
27. How does a sports organization can effectively maintain relationships with its stakeholders?

(2 x 10 = 20 Marks)