

AU-1639

**M.B.A. (Semester—III) Examination**  
**SPORTS MEDIA MANAGEMENT**  
**Paper—MBA/3606/SP**

Time : Three Hours]

[Maximum Marks : 70

**N.B. :—** (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

**SECTION—A**

1. (a) Discuss the role of media in promotion of Sports. 14

**OR**

- (b) Explain the current scenario of sports media available in India. 14

**SECTION—B**

2. (a) What is the role of sports news in promotion of sports ? 7

- (b) Discuss the repercussion if BCCI TV is officially launched as a full time television sports channel. 7

**OR**

- (c) Define Sports Journalism. Discuss the scope of sports journalism in sports management today. 7

- (d) As a sports marketing head, which medium of advertising would you choose to promote Amravati Premier Cricket League ? Why ? 7

3. (a) Discuss the scope of Direct and Indirect public relations. 7

- (b) Design a press note on MBA premier league tournament to be held in your college. 7

**OR**

- (c) What is a press conference ? How does a press conference help in building media relations ? 7

- (d) Write an Op-Ed article in response to the editorial on poor performance of Indian team at the recently held FIFA U17 World Cup. 7

**SECTION—C**

4. (a) Classify different TV Sports Channels available in India. 7  
(b) Youtube and Online live streaming are a big threat to T.V. channels. Comment. 7

**OR**

- (c) What is the educative role of a Sports channel on television ? 7  
(d) How do you compare DD Sports and its low TRPs with other premium private players in Sports broadcasting ? 7

**SECTION—D**

5. Lance Armstrong is an American former professional road racing cyclist. Armstrong is the 1993 Professional World Champion, and won the Tour de France a record seven consecutive times from 1999 to 2005. The media made him a super star for these ultimate sports achievements. However he was banned from Professional Sports in 2012 for long term doping offences.

The media shattered his image due to these allegations and made a lot of money in advertisements by broadcasting his confessions on Oprah Winfrey show.

**Questions :—**

- (a) Critically discuss the role of Sports media in the rise and fall of a Sports Super Star. 7  
(b) How do you evaluate the media preying on the miseries of a Sports Super Star ? 7