

AT-1447

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

Time : Three Hours]

[Maximum Marks : 70

- Note :—**(1) Attempt **ALL** questions.  
(2) Figures to the right indicate full marks.

**SECTION—A**

1. (a) What is the concept of Public Relations (PR) ? Discuss the role of PR in media relations of sports sector. 14

**OR**

- (b) Explain the role of Mass Media and Sports journalism in success of a sports league. 14

**SECTION—B**

2. (a) What is the importance of Sports news in print media ? 7  
(b) Discuss the reasons of a full page coverage to IPL cricket news and only one corner column given to Badminton Premier League in Hitvada daily newspaper. 7

**OR**

- (c) Discuss the major media options available for promotion of sports. 7  
(d) How do you compare Electronic Media with print media for promotion of a Mallakhambh district level tournament in your city ? 7  
3. (a) Discuss the importance of public relations in Media Management. 7  
(b) One of your footballer was tested positive for consumption of unauthorised drugs in last I-league, as a PRO how would you use your PR skills to save the league from maximum damage ? 7

**OR**

- (c) What is the role of a Public Relation Officer (PRO) in Sports Media Management ? 7
- (d) Formulate a publicity plan for an intercollegiate football tournament to be organised at your college. 7

**SECTION—C**

- 4. (a) Discuss the program mix of Star Sports 1, 2, 3 and 4 T.V. Channels. 7
- (b) What are the major responsibilities of marketing function of a sports broadcaster ? 7

**OR**

- (c) Why should companies place their advertisements on sports channels rather than sports magazines ? 7
- (d) Discuss the profile of DD Sports. 7

**SECTION—D**

- 5. WWE—World Wrestling Entertainment has recently placed heavy advertisements on various sports channels about live event on Dec. 9, 2017 at the IGI Stadium, New Delhi.  
WWE is a trade name owned by Titan Sports Inc., is a NYSE and NASDAQ listed company with revenues close to One billion dollars. The most income comes from selling media rights and covered extensively by Sony Ten Sports channel in India. Even after such deep presence on T.V. & fan base in India WWE regularly holds live events in India.
  - (a) What according to you compels WWE to hold live events after such long T.V. presence in India ? 4
  - (b) How do you compare failure of Pro-Wrestling League in India with WWE ? 5
  - (c) Plan a Media Exposure for Maharashtra Premier Wrestling League launching in March 2018. 5