



QP CODE: 25018825



25018825

Reg No :

Name :

BSM DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY 2025

Fifth Semester

Bachelor of Sports Management

CORE COURSE - SM5CRT20 - SPORTS PUBLIC RELATION

2022 Admission Only

03809EDC

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define Public Relations.
2. How should strategic management be defined?
3. Define social media marketing.
4. What does a social media analyst do?
5. Define the term Reputation.
6. Define media guide.
7. Define corporate communication.
8. What year was the first sports broadcast on television?
9. Define Strategic Sport Social Responsibility.
10. What is Media Pitches?
11. What is external communication?
12. Define Corporate Social Responsibility.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Write a short note on evolution of sports public relation.
14. Make a note on the objectives of stakeholder management.





15. Write a brief essay on blogging.
16. What are the main problems of print media?
17. What are broadcasting rights?
18. Write a short note on the characteristics of mass media.
19. Briefly explain about Media Policy Development.
20. Briefly explain about transactional relationships.
21. Write a short note on Employee Relationships and Investor Relationships.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What are the main components of reputation management, and what does it entail?
23. What is social networking? Describe the function of social networking sites.
24. What is electronic media and what are its applications and different types?
25. Draft a complete essay on "Communicating in a Crisis: What, When, and How"

(2×15=30)

