

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION
(M.B.A. – SPORTS MANAGEMENT)
EXAMINATION : DECEMBER-2025/JANUARY-2026
SEMESTER - IV

Sub: Sports Media, Broadcasting & Journalism (MBA-S405)

Date: 05/01/2026	Total marks: 60	Time: 2.00 pm To 4.30 pm
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Q.1 Answer in Detail. (30)

1. What are the required elements of an effective sports website? Explain with examples
2. What ethics social media should follow? How social media affects the mental health of the athletes? Discuss with examples
3. Explain the impact of AI, Virtual and Augmented reality on sports broadcasting and fan engagement

Q.2. Write Short Notes: (Any Two) (10)

1. Role of non live media in sports broadcasting
2. Evolution of sports broadcasting in India
3. Personal social media presence of the leading global athletes
4. What are the basic types of sports media? Explain with examples

Q.3. Answer in Short: (10)

1. Which are the three main forms of social media used by the sports franchise?
2. What TRP stands for?
3. Name three leading franchise based tournaments in India
4. Who is the Anchor in the sports broadcasting?
5. Which is the most popular sport in Indian sports broadcasting?

Q.4. Case Study (10)

Create a Media and PR strategy for a leading cricket star pre tournament like IPL, during tournament and post tournament