

Semester: Jan – March 24		
Maximum Marks: 50 Examination: ETE exam Date: 27-03-24 Duration: 03 hrs		
Programme code: 14 Programme: MBA SM	Class: SY	Semester/Trimester: VI
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center:	
Course Code: 217P14C604	Name of the Course: Media Management in Sports	
Instructions:		

Question No.		Max. Marks
1	<p style="text-align: center;">Both questions to be answered (5 marks each)</p> <p>(a) Write a short note on how the Digital Personal Data Protection Act, 2023 can possibly impact a sports person.</p> <p>(b) Write a short note on non linear exploitation / distribution and what all does it entail.</p>	10
2	Write a short note on monetization of sports related programmes for a broadcaster.	10
3	What is the relevance and need of self regulatory bodies in media management. Name a few self regulatory and the role they play especially in sports.	10
4	IPR plays an important role in media management. Explain this in the light of you being the Agent for a renowned sports person.	10
5	Name some challenges which emerge while handling the media.	10