

<b>Semester: June – Nov 24</b>		
<b>Maximum Marks: 50 Examination: ETE Exam Date: 07-11-24 Duration: 02 hrs</b>		
<b>Programme code: 14</b> <b>Programme: MBA SM</b>	<b>Class: SY</b>	<b>Semester/Trimester: III</b>
<b>College: K. J. Somaiya Institute of Management</b>	<b>Name of the department/Section/Center:</b>	
<b>Course Code: 317P14C304</b>	<b>Name of the Course:</b> Sports Media Management	
<b>Instructions:</b>		

Question No.		Max. Marks
1	<p style="text-align: center;"><b>Both questions to be answered (5 marks each)</b></p> <p>(a) Write a short note on Negative rights and the impact it has on player contracts.</p> <p>(b) Explain the notion of Right of First Refusal and Last Matching rights in a sports agreement, with a suitable example.</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 especially new media, including possible ways of handling such challenges.	10