

<b>Trim: June – Nov 24</b>		
<b>Maximum Marks:</b> 25	<b>Examination:</b> ETE Exam	<b>Date:</b> 05-11-24 <b>Duration:</b> 1.5 hours
<b>Programme code:</b> 14 <b>Programme:</b> MBA SM	<b>Class:</b> SY	<b>Semester/Trimester:</b> III
<b>College:</b> K. J. Somaiya Institute of Management	<b>Name of the department/Section/Center:</b>	
<b>Course Code:</b> 317P14C302	<b>Name of the Course:</b> Public Relations and Crisis Management in Sports	
<b>Instructions:</b>		

Question No.	Questions	Max. Marks
1	What are the three types of media that PR professionals consider?	3
2	Give examples of each of the three types of media	3
3	How many sections of Target Audience are considered while making a PR plan?	3
4	Provide sample target audience, demographics, media habits with the following information a. Age – 27 b. Gender – Female c. Urban market	3
5	Explain the difference between paid media and advertisement	3
6	Provide any 3 routes of media outreach	3
7	<p>Option A: Ensure it covers the following</p> <p>The inaugural MotoGP Indian Grand Prix commenced on Friday. A distorted map of India was shown during the live broadcast of the first practice session at the Buddh International Circuit (BIC). The map excluded the union territories of Jammu and Kashmir and Ladakh.</p> <ul style="list-style-type: none"> <li>○ How will you evaluate this crisis?</li> <li>○ Three aspects of crises management</li> <li>○ Holding statement</li> </ul> <p><b>OR</b></p> <p>Option B: Player X gets injured prior to a critical international game – fans take to social media to express their distress and blame the player and their coaching staff of irresponsible training and supervision</p> <ul style="list-style-type: none"> <li>○ How will you evaluate this crisis?</li> <li>○ Three aspects of crises management</li> <li>○ Holding statement</li> <li>○ Ideas to build reputation and credibility of the player</li> </ul>	7