

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For Candidates admitted from the academic year 2023 – 2024 & thereafter)

M.A. DEGREE EXAMINATION, APRIL 2026
PUBLIC RELATIONS
SECOND SEMESTER

COURSE : ELECTIVE

PAPER : ENTERTAINMENT PUBLIC RELATIONS

SUBJECT CODE : 23PR/PE/ET15

TIME : 1 ½ HOURS

MAX. MARKS: 50

Q. NO.	SECTION – A Answer all questions in not less than 50 words	(5x2=10)	CO	CL
1.	What are the objectives of Sports PR?	1	1	1
2.	Name any two PR tools used in the film or television industry.	1	1	1
3.	a) Name any one type of sports marketing. (1mark)	1	1	1
	b) Name any one key stakeholder involved in film or OTT Public Relations. (1mark)	2	2	2
4.	Write 2 skills required to be an Entertainment PR professional.	2	2	2
5.	Differentiate between film PR and celebrity PR. (Any two points)	2	2	2
Q. NO.	SECTION – B Answer the following in not less than 350 words	(4x5=20)		
6.	a) Discuss the major branches of Arts Management. (OR) b) Define Celebrity Public Relations and explain its scope.	3	3	3
7.	a) Discuss crisis management in sports with examples. (OR) b) Explain the need and objectives of Public Relations for films, television, and OTT platforms.	3	3	3
8.	a) Who are the key stakeholders in Arts Management? Explain their importance. (OR) b) Explain how sports organisations manage reputation through online and offline platforms.	4	4	4
9.	a) Discuss the key trends and challenges faced by PR professionals in the OTT industry. (OR) b) Discuss the impact of celebrities as opinion leaders and third-party endorsers.	4	4	4
Q. NO.	SECTION – C Answer the following in not less than 700 words	(2x10=20)		
10.	a) An independent theatre group wants to transition into digital and hybrid performances post-pandemic. Discuss how arts management and PR strategies can support this shift using technology and digital media. (OR) b) An OTT platform faces criticism for controversial content in an original web series. Discuss how PR professionals can balance creative freedom, audience sentiment, and regulatory concerns.	5	5	5

11.	a) A sports team signs a major sponsor whose brand later faces public backlash. Discuss how Sports PR professionals should handle sponsorship communication and protect the team's reputation. (OR) b) A television show with high production value is unable to attract advertisers. Analyse the role of audience engagement and stakeholder communication in strengthening the show's market position.	5	6
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