

**FINAL EXAMINATION****BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)****COURSE : SPORTS MEDIA****COURSE CODE : SPC3013****DURATION : 3 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **TWO (2)** parts: PART A (6 questions)
PART B (2 questions)
2. Answer ALL questions from PART A and PART B in the Answer Booklet provided. Start each answer on a new page.
3. Please check to make sure that this examination pack consists of the following:
 - i. The Question Paper
 - ii. An Answer Booklet
4. Do not bring any material into the examination hall without permission.
5. Please write your answer using permanent ink.

MYKAD NO./ PASSPORT NO. : _____**ID. NO.** : _____**LECTURER** : _____**SECTION** : _____

DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

This question paper consists of 2 printed pages including the front page

PART A: STRUCTURED

1. Explain how global audiences contribute to the growth of international sports.
(10 marks)
 2. Describe **THREE (3)** major challenges of sports globalization.
(10 marks)
 3. Differentiate between new sports media and traditional sports media in terms of platforms and content delivery.
(10 marks)
 4. Explain how social media platforms enhance the connection between athletes and fans.
(10 marks)
 5. Describe **THREE (3)** benefits of digital stadium features for sports fans.
(10 marks)
 6. Discuss **THREE (3)** challenges of implementing digital stadium features in Malaysia.
(10 marks)
- (TOTAL: 60 MARKS)

PART B: ESSAY

1. Explain how **FIVE (5)** advertising platforms are used to promote sports events, teams, or brands in today's digital and traditional media landscape, using relevant examples.
(20 marks)
2. Discuss how various careers in sports media contribute to enhancing fan engagement in the modern sports industry.
(20 marks)

(TOTAL: 40 MARKS)
(TOTAL: 100 MARKS)

END OF QUESTION PAPER

