



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65 /4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

**Continuous Internal Assessment Test III - May 2025
IV Semester**

Class : II B.P.Ed

Time: 3 Hrs.

Max. Marks: 100

23BPDVB2 Sports Journalism

Course Learning Outcomes:

CLO1: Provide an effective coverage of sporting events for print, Broadcast and Media

CLO2: Identify and develop a Sports beat

CLO3: Understand the art of Sports journalism with an art of communication and reporting of Sports events through various mediums.

CLO4: Writing the long and short form of Sports features

CLO5: Discuss and debate ethical considerations in covering in sports and the Use of social media to build an audience.

PART A

10 x 1 = 10

Choose the correct answer

1. Who is considered the father of modern sports journalism?
a. Grantland Rice b. Howard Cosell c. Red Smith d. Dick Schaap CO1K2
2. Which was the first sports newspaper published in the United States?
a. Sporting News b. Sports Illustrated
c. American Turf Register d. The National CO2K3
3. Which platform is most commonly used for broadcasting sports bulletins?
a. Newspapers b. Television c. Social media d. Radio CO1K4
4. Which of the following is a key ethical principle in journalism?
a. Sensationalism b. Accuracy and fairness
c. Profit maximization d. Bias and subjectivity CO3K1
5. What is the primary purpose of a match report in sports journalism?
a. To provide live commentary
b. To summarize the key events and outcomes of a game
c. To analyze player statistics
d. To promote upcoming matches CO2K2
6. What is the main characteristic of a sports bulletin?
a. Detailed analysis of games
b. Brief updates on scores and highlights
c. In-depth player profiles
d. Historical context of sports events CO1K2
7. What does the term "editorial" refer to in journalism?
a. A news report b. A sports column
c. A photo essay d. An opinion piece written by the editor CO3K4
8. What is the role of a sports commentator during live coverage?
a. To provide background music
b. To narrate the events of the game and offer insights
c. To interview players during the match
d. To predict the outcome of the game CO1K2
9. Which skill is most essential for a sports commentator?
a. Knowledge of sports history b. Quick thinking and clear communication
c. Ability to write reports d. Expertise in video editing CO4K4

10. Which organization is known for protecting press freedom worldwide? CO5K1
 a. UNESCO b. Reporters Without Borders
 c. World Health Organization d. International Monetary Fund

PART – B

5 x 6 = 30

Answer ALL Questions

Answer should not exceed 400 words or two pages

- 11.a. Define the term "journalism" and explain its primary purpose in society. CO2K2
 (or)
 11.b. Briefly discuss the role of sports ethics in sports journalism. CO1K2
 12.a. Name and describe two national sports news agencies in India and their functions. CO1K2
 (or)
 12.b. Describe the key differences between general news reporting and sports reporting. CO2K3
 13. a. Define the concept of a sports bulletin and its importance in sports journalism CO3K1
 (or)
 13. b. What are the advantages and disadvantages of digital media over traditional media? CO1K3
 14.a. Brief : Radio Commentary and Television Commentary. CO2K3
 (or)
 14.b. Draft a model report or an article for news paper based on Traditional Sports. CO2K3
 15.a. Brief Broad Cast, Live cast and Sports cast. CO1K2
 (or)
 15.b. Write short notes on new trends in sports journalism. CO3K2

PART – C

5 x 12 = 60

Answer the following

Answer should not exceed 800 words or four pages

- 16.a. Enumerate the key elements in journalism and sports journalism. CO1K4
 (or)
 16.b. Examine the history of sports journalism in India: Trace its development from its inception to the present day, highlighting significant milestones and key contributors. CO1K4
 17.a. Outline the structure of a sports bulletin and the key elements that should be included when compiling it. CO3K2
 (or)
 17.b. Analyze the challenges faced by sports journalists in ensuring accurate and engaging sports bulletins. CO3K2
 18.a. Discuss the role of sports education in journalism and its impact on the quality of sports reporting. CO4K1
 (or)
 18.b. Describe the different types of Mass Media. CO4K1
 19.a. Elaborate the role of advertisement in mass media. CO1K2
 (or)
 19.b. Discuss the key elements of a well-written sports report with suitable examples. CO1K2
 20.a. Discuss the impact of social media on sports journalism, particularly in terms of speed and accuracy of reporting. CO4K3
 (or)
 20.b. Discuss the impact of digital platforms, such as blogs and social media, on sports journalism.
