



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)
Re-accredited with 'A++' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test II – March 2025
IV SEMESTER

Class : II BPEd

Time : 2 hours

Major : Physical Education

Maximum Marks : 60

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

6x1=6

Choose the correct answer.

1. Which of the following is NOT a form of mass media? CO1 K2
a) Television b) Blogs c) Personal letters d) Radio
2. The term "mass communication" refers to: CO2K1
a) Face-to-face interaction b) Communication aimed at a large, diverse audience
c) Non-verbal communication d) Communication among family members
3. What is the primary purpose of a sports bulletin? CO3K4
a) To entertain sports fans b) To provide updates on sports events and news
c) To advertise sports products d) To feature player interviews only
4. The term "breaking news" in a sports bulletin refers to: CO2K5
a) Routine sports updates b) Major or unexpected developments in sports events
c) Weekly sports summaries d) Fan engagement activities
5. A good sports report should primarily focus on: CO4K1
a) Player controversies b) Opinions of the journalist
c) Factual details of the sports event d) Predictions for future games
6. What tone should a professional sports report adopt? CO3K4
a) Informative and neutral b) Emotion a and biased
c) Casual and humorous d) Aggressive and opinionated

Part- B

3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. What are the advantages and disadvantages of digital media over traditional media? CO2K4
(or)
7. b. Brief : Radio Commentary and Television Commentary CO3K1
- 8.a. Draft a model report or an article for news paper based on Traditional Sports CO4K3
(or)
- 8.b. Write the procedure to organize a press meet CO2K4

- 9.a. Brief Broad Cast, Live cast and Sports cast CO4K2
(or)
9.b. Write short notes on new trends in sports journalism CO4K2

Part-C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Describe the different types of Mass Media CO3K1
(or)
10.b. Elaborate the role of advertisement in mass media CO3K1
11. a. Discuss the key elements of a well-written sports report with suitable examples. CO2K4
(or)
11.b. Discuss the impact of social media on sports journalism, particularly in terms of speed and accuracy of reporting. CO4K5
12. a. Discuss the impact of digital platforms, such as blogs and social media, on sports journalism. CO3K2
(or)
12.b. Explain the role of sports journalist in promoting physical and mental well being through sports. CO2K6

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