



*Sambal*

**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 I – February 2026**

**IV Semester**

**Class : II BPEd**

**Major : Physical Education**

**Time: 2 hours**

**Maximum Marks: 60**

**23BPDVB2 – Sports Journalism**

**Course Outcomes:**

1. Provide an effective coverage of sporting events for print, Broadcast and Media
2. Identify and develop a Sports beat
3. Understand the art of Sports journalism with an art of communication and reporting of Sports events through various mediums.
4. Writing the long and short form of Sports features
5. Discuss and debate ethical considerations in covering in sports and the Use of social media to build an audience.

**Part - A**

**6 x 1 = 6**

**Choose the Correct Answer**

1. What is the primary function of a 'lead' (or lede) in a sports news article? CO2 K4  
a) To thank the sponsors of the event b) To list the full statistical breakdown of every player.  
c) To provide the journalist's personal biography  
d) To hook the reader and summarize the main point of the story.
2. In a broadcast sports bulletin, which constraint is significantly more critical than in online print journalism? CO1 K2  
a) The requirement to be biased. b) Strict time limitations (duration).  
c) The inability to interview players. d) The use of color photographs.
3. Which term describes the role of mass media editors and producers in deciding which sports stories get published and which are ignored? CO2 K3  
a) Broadcasting b) Muckraking c) Gatekeeping d) Syndication
4. What distinguishes a 'Feature Story' from a 'Hard News' report in sports journalism? CO1 K3  
a) Hard news is only for television, while features are only for radio.  
b) Features must always be written in poetry format.  
c) Features focus on human interest, profiles, and in-depth analysis, often with a narrative style.  
d) Hard news is always false, while features are true.
5. A 'Scoop' in sports journalism refers to: CO2 K1  
a) A specialized camera angle used in football. b) A standard press release sent to all agencies.  
c) An exclusive news story reported by a journalist before their competitors.  
d) An opinion piece criticizing a referee.
6. Which of the following is considered unethical in professional sports journalism? CO3 K2  
a) Accepting expensive gifts or cash from a team in exchange for favorable coverage.  
b) Verifying rumors before publishing. c) Correcting a factual error in a subsequent report.  
d) Quoting a coach accurately.

**Part - B**

**3 x 6 = 18**

**Answer ALL Questions**

**Each answer should not exceed 400 words or two pages**

7. a. Write the meaning of Journalism CO1 K3  
(or)
7. b. Brief a history timeline about Sports Journalism CO4 K2
8. a. Define Sports Bulletin CO2 K1  
(or)
8. b. Write short notes on Journalism and Sports Education CO3 K3
9. a. Write your views on live sports commentary CO4 K3  
(or)
9. b. Brief – Sports Photography CO3 K3

**Part - C**

**3 x 12 = 36**

**Answer ALL questions**

**Each answer should not exceed 800 words or four pages**

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|--|--------|
| 10. a. Enumerate the National and International Sports News agencies | CO2 K3 |
| (or)   |        |
| 10. b. Describe the ethics in Journalism                             | CO3 K3 |
| 11. a. Explain the structure of Sports Bulletin                      | CO4 K4 |
| (or)   |        |
| 11. b. Elaborate the types of sports bulletin                        | CO4 K3 |
| 12. a. Explain the different Mass Media platforms                    | CO1 K4 |
| (or)   |        |
| 12. b. Detail the role of advertisement in journalism                | CO2 K3 |

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**\*\*\*\*\* Staff in-charge: Dr.M.Mary Glory Ponrani**