



Sambathig

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 2026
IV SEMESTER

Class : II BPEd
Major : Physical Education

Time: 2 hours
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

- Which of the following is the primary purpose of a news report? CO3K1
a) To entertain readers b) To provide factual information c) To persuade readers
d) To advertise products
- What is the most important element in the lead of a news report? CO3K4
a) Background details b) Quotes from sources c) The most newsworthy fact d) Reporter's opinion
- Which of these headlines best follows journalistic style? CO2K4
a) "Government Launches New Scheme for Farmers" b) "I Think the Government Did a Great Job"
c) "Farmers Will Be Happy With New Scheme" d) "Breaking News: Something Happened Today"
- 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
- What is a major challenge posed by influencer-led sports coverage? CO4K2
a) Lack of entertainment value b) Reduced fan engagement c) Risk of bias and reduced credibility
d) Decline in technology use
- What tone should a professional sports report adopt? CO3K4
a) Informative and neutral b) Emotional 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

- a. Journalistic write up : Common Wealth Games CO2K4
(or)
- b. Brief : Structure of a Report CO3K1
- a. Draft a model report or an article for news paper based on Traditional Sports CO4K3
(or)
- b. Write the procedure to organize a press meet CO2K4
- a. Brief Broad Cast, Live cast and Sports cast CO4K2
(or)
- 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

- a. Explain few Sports Experts comments in their commentary CO3K1
(or)
- b. Elaborate the role of advertisement in mass media CO3K1
- a. Prepare a model report for your Sports Day/Intramural Tournaments. CO2K4
(or)
- b. Discuss the impact of social media on sports journalism, particularly in terms of speed and accuracy of reporting. CO4K5
- a. Discuss the impact of digital platforms, such as blogs and social media, on sports journalism. CO3K2
(or)
- b. Explain -Sports Journalism in future and career opportunities CO2K6