



Sambilla

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 I – February 2025
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

1. Which of the following best describes the meaning of journalism? CO1 K3
a) A form of entertainment b) A systematic practice of recording and reporting events
c) A type of music genre d) A method of financial analysis
2. When did sports journalism begin to gain prominence in India? CO2K1
a) 19th century b) 20th century c) 21st century d) 18th century
3. Which of the following is considered unethical in journalism? CO1K4
a) Fact-checking information before publishing b) Accepting gifts in exchange for positive coverage
c) Providing balanced reporting d) Protecting sources' identities
4. Which agency is known for its comprehensive coverage of international sports news? CO4 K1
a) Reuters b) BBC Sports c) ESPN d) All of the above
5. What is the role of a national sports news agency? CO4K3
a) To provide global economic news b) To cover national sports events and updates
c) To report on local weather conditions d) To focus on political news
6. Which element is crucial when compiling a sports bulletin? CO2K1
a) Advertising revenue b) Athlete interviews and match highlights c) Weather reports
d) Stock market analysis

Part- B

3x6=18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. Define the term "journalism" and explain its primary purpose in society. CO2K4
(or)
7. b. Briefly discuss the role of sports ethics in sports journalism. CO3K1
- 8.a. Name and describe two national sports news agencies in India and their functions. CO4K3
(or)
- 8.b. Describe the key differences between general news reporting and sports reporting. CO2K4
- 9.a. Define the concept of a sports bulletin and its importance in sports journalism. CO4K2
(or)
- 9.b. Brief about commendatory CO4K2

Part-C

3x12=36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Examine the history of sports journalism in India: Trace its development from its inception to the present day, highlighting significant milestones and key contributors. CO3K1
(or)
- 10.b. Enumerate the key elements in journalism and sports journalism CO3K1
11. a. Outline the structure of a sports bulletin and the key elements that should be included when compiling it. CO2K4
(or)
- 11.b. Analyze the challenges faced by sports journalists in ensuring accurate and-engaging sports bulletins. CO4K5
12. a. Discuss the role of sports education in journalism and its impact on the quality of sports reporting. CO3K2
(or)
- 12.b. Discuss about the mass media in journalism. CO2K6

No. of Copies : 20

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