



K26P 0646

Reg. No. :

Name :

IV Semester M.A. Degree (C.B.C.S.S. – O.B.E. – Regular/Supple./Imp.)
Examination, April 2026
(2023 Admission Onwards)

JOURNALISM AND MASS COMMUNICATION
MAJMC04E 06 : Sports Journalism

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries **three** marks. (5×3=15)

1) Deadline.

2) Scoreboard.

3) Columnist.

4) Infographic.

5) Embargo.

6) Accreditation.

II. Write short essays on **any three** of the following. **Each** answer carries **six** marks. (3×6=18)

7) What is the significance of a match report in sports journalism ?

8) List three qualities of a successful sports reporter.

9) How does technology influence on sports news delivery ?

10) Define the term sports column and its primary purpose.

11) What is "Beat Reporting" in the context of sports journalism ?

P.T.O.



III. Write long essays on **any three** of the following. **Each** answer carries **nine** marks.

(3×9=27)

- 12) How do you write a sports story with a match opening that keeps the reader interested even after the game is played ? Give an example of a Cricket match result between India and Australia.
- 13) Is it okay for a sports journalist to be a fan of the team they are covering ? What are the ethical concerns that the journalist should consider ?
- 14) Why is a high-action photograph often more powerful than a 500-word description of a goal ? Write down the significance of sports photography.
- 15) How should a reporter handle a difficult athlete during a post-match press conference ? How should the journalist prepare ?
- 16) What steps can a newsroom take to ensure fair coverage of women's sports ? Identify examples from recent sports events.

