

# END TERM EXAMINATION

SECOND SEMESTER (BA(JMC)) JULY-2023

Paper Code: BA(JMC)-110

Subject: Sports Journalism

Time: 3 Hours

Maximum Marks :75

**Note: Attempt five questions in all including Q. no.1 which is compulsory. Select one question from each unit.**

- Q1 Write Short Notes on **any Two** of the following: (7.5x2=15)
- a) Sports Commentary
  - b) Investigative Journalism
  - c) Feature Writing
  - d) Sports Broadcasting
  - e) Beat Reporting

## UNIT-I

- Q2 How have sports journalism evolved over the years and what impact have technological advancements had on the field? (15)
- OR**
- Q3 In what ways does sports journalism contribute to the broader cultural, social, and political conversations beyond the realm of sports?

## UNIT-II

- Q4 What are the key elements of effective sports reporting and writing, and how do they contribute to engaging and informative coverage of sporting events? (15)
- OR**
- Q5 How has the rise of digital media platforms influenced sports reporting and writing, and what opportunities and challenges does it impose for journalists in the modern era?

## UNIT-III

- Q6 What are the key principles and strategies involved in effective sports management and how do they contribute to the success of sports organizations? (15)
- OR**
- Q7 How do sports organizations navigate the challenges of governance, ethics, and stakeholder management in the modern sporting landscape?

## UNIT-IV

- Q8 What role do you think data analytics and artificial intelligence (AI) are playing in shaping the future of sports and what opportunities do they present for athletes teams and organizations? (15)
- OR**
- Q9 The globalization of sports has opened up new markets and audiences. How can organizations capitalize on international expansion and what emerging trends and opportunities are associated with it?

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