



## BRAINWARE UNIVERSITY

### Term End Examination 2020 - 21

Programme – Bachelor of Arts (Honours) in Journalism, Mass Communication & Media Science

Course Name – Sports and Entertainment Journalism

Course Code - BJMCS301

Semester / Year - Semester III

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

1. (Answer any Sixty )

(i) Sports journalism is a specialized field of journalism which requires

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| a) Good knowledge of sports world | b) Good knowledge of Current affairs |
| c) Good knowledge of Cricket      | d) None of these                     |

(ii) A sports reporter always mentions..... in their reports

- |                     |                      |
|---------------------|----------------------|
| a) Key play moments | b) Name of newspaper |
| c) His own name     | d) None of these     |

(iii) International Sports Press Association was founded in .....

- |         |         |
|---------|---------|
| a) 1924 | b) 1928 |
| c) 1932 | d) 1940 |

(iv) Interview Questions should always be

- |               |                |
|---------------|----------------|
| a) Open ended | b) Close ended |
| c) indirect,  | d) Direct      |

(v) Match reports should have

- |                        |                               |
|------------------------|-------------------------------|
| a) Key play moments    | b) Quotes from coach, players |
| c) Numbers /statistics | d) All of these               |

(vi) Name of the first newspaper to have a full time sports department

- a) The New York Herald
- b) The New York World
- c) The Sun
- d) None of these

(vii) What is open-ended question?

- a) A question that asks an opinion or interpretation from the source
- b) Asking a Yes or No question to source
- c) Asking difficult questions to source
- d) All of these

(viii) When conducting interview one must avoid

- a) Asking a Yes or No questions
- b) Open-ended questions
- c) Controversial questions
- d) All of these

(ix) When preparing questions for interview one must keep in mind that

- a) He is asking question on behalf of readers/ viewers
- b) He is asking questions on behalf of his/her channel
- c) He is asking questions on behalf of editors
- d) None of these

(x) Without ..... a good interview is impossible

- a) Picture
- b) Research
- c) computer
- d) lights

(xi) What is a 'Leading question'

- a) Leading questions are questions that try comfort the source
- b) Leading questions are questions that try to lead the source to respond in a certain way
- c) Leading questions are questions that try divert the source
- d) Leading questions are questions that try confuse the source

(xii) Asking Follow-Up Questions are important because

- a) It can confuse the interviewee
- b) It can shorten the interview

- c) It might be needed to clarify a response      d) None of these

(xiii) Attribution means

- a) When reporters attribute, they are crediting a source for information      b) When reporters attribute, they are naming a source for information  
c) When reporters attribute, they are hiding a source for information      d) None of these

(xiv) News releases are used because it serves functions such as

- a) It announces events and personnel changes      b) It promotes citizenship and good causes  
c) It builds a person's or organization's image      d) All of these

(xv) Direct leads are also called

- a) Summery lead      b) Staccato Lead  
c) Delayed lead      d) Narrative lead

(xvi) In a delayed lead, the 5 Ws and an H are

- a) Clear in the first paragraph      b) Not all clear until several sentences, even paragraphs, into the story.  
c) Never clear      d) None of these

(xvii) Summarizing the key information is easy once the reporter identifies

- a) 5Ws & 1H      b) Name of the game  
c) Rules of the game      d) Players name

(xviii) Sports news value 'Conflict' suggests

- a) Who won?      b) Was someone injured?  
c) Was a rule or law broken?      d) All of these

(xix) ..... the first newspaper to publish content related to sports

- a) New York herald
- b) The Sun
- c) The New York World
- d) The Hindu

(xx) Sports writer is expected to possess certain qualities such as

- a) An interest in people, places and events
- b) Good knowledge of current affairs, both local and national
- c) calmness under pressure and an ability to meet deadlines
- d) All of these

(xxi) PTC stands for

- a) Piece to Camera
- b) Place to Camera
- c) Picture to Camera
- d) None of these

(xxii) PTC is applicable only for

- a) Audio visual Media
- b) Print media
- c) Films
- d) All of these

(xxiii) To gather information ..... becomes a major source for sports journalists

- a) Social media
- b) Wikipedia
- c) Sports news agency
- d) All of these

(xxiv) In case of print media sports reporters adopts ..... to write their reports

- a) Action story telling format
- b) Passive story telling format
- c) First person story telling format
- d) None of these

(xxv) When a sports reporter gives PTC he should stand

- a) Right in the middle of the camera frame
- b) Right of the camera frame
- c) Left of the camera frame
- d) All of these

(xxvi) One can be sports reporter if he/she has qualities such as

- a) calmness under pressure
- b) ability to meet deadlines
- c) willingness to work unsocial hours
- d) All of these

(xxvii) Summary lead is also known as

- a) Direct Lead
- b) Delayed lead
- c) Quotation lead
- d) None of these

(xxviii) Entertainment journalism is about

- a) Gossips
- b) Fashion
- c) Book review
- d) All of these

(xxix) The main objective of entertainment journalism is

- a) to inform people about entertainment
- b) to pull the general consumer towards the entertainment industry
- c) to glorify the entertainment life of celebrities
- d) none of these

(xxx) The main purpose of entertainment journalism is

- a) to inform
- b) to educate
- c) to entertain
- d) none of these

(xxxi) Before writing any entertainment report, out of the following which should be your 1st step?

- a) Construct simple sentences
- b) Fix your objective
- c) Find/select a topic
- d) Research the topic

(xxxii) Who is an interviewee?

- a) One who asks question
- b) One who answers the questions
- c) One who arrange the interview
- d) None of these

(xxxiii) To write a film review a reporter should not

- a) Disclose the climax
- b) Gives his/her own opinion
- c) Watch the movie before writing the review
- d) Research before writing

(xxxiv) It is been heard that actress Kangana Ranaut is getting married to a well-known political leader! from the perspective of entertainment journalism it is a

- a) Report
- b) Gossip
- c) Interview
- d) None of these

(xxxv) While writing a book review the question which needs to get an answer is

- a) How did the writer influence you?
- b) What is the price of the book?
- c) Which stores has the collection of the book?
- d) None of these

(xxxvi) An interview process should starts with

- a) Question & answer
- b) Introduction of interviewee
- c) Standard opening
- d) Wrap up

(xxxvii) For a radio interview which is not important out of the following?

- a) Body language of the guest
- b) Language of the interview
- c) Proper questions
- d) Background music

(xxxviii) Physical appearance of the host and the guest are important in \_\_\_\_\_ interview.

- a) Print
- b) Television
- c) Radio
- d) Email

(xxxix) What is the name of the Bollywood interview show hosted by Karan Johar?

- a) Coffee with Karan
- b) Koffee with Karan
- c) Tea with Karan
- d) Toffee with Karan

(xl) Out of the following what is important for an interview?

- a) Do background research
- b) Speak slowly & clearly
- c) Do not talk simultaneously
- d) All of these

(xli) If the host and the guest, both are sitting together at the same place for an interview, It is known as \_\_\_\_\_ interview.

- a) Meet and greet
- b) Background
- c) Email
- d) None of these

(xlii) How to write a good & attractive headlines for your entertainment report?

- a) Use numbers, and make them big
- b) Make it short and simple
- c) Put some secret elements in it
- d) All of these

(xliii) The principle of good digital writing is

- a) Be brief
- b) Be precise
- c) Be active
- d) All of these

(xliv) 'Kaun Banega Crorepati' is a \_\_\_\_\_ show.

- a) Fiction
- b) Non-fiction
- c) Drama
- d) None of these

(xlv) 'Page-3' concept originated from which newspaper?

- a) The Sun
- b) The Times of India
- c) New York Times
- d) The Telegraph

(xlvi) Page-3 contains

- a) Only entertainment news
- b) Only gossips
- c) Entertainment news, horoscopes, cooking recipes as well
- d) None of these

(xlvii) What is the name of the page-3 page of the 'Times of India' newspaper in Kolkata?

- a) Sunday Times
- b) Kolkata Times
- c) Calcutta Times
- d) None of them

(xlviii) In which year page-3 started?

- a) 1965
- b) 1970
- c) 1975
- d) 1980

(xlix) Who was the 1st page-3 star?

- a) German supermodel Stephanie Marrian
- b) Indian actress Sharmila Tagore
- c) American actress Marlin Monroe
- d) None of these

(l) Hindi film "Page-3" won National film award for best feature film where the page-3 culture has shown. The film was directed by

- a) J.P.Dutta
- b) Madhur Bhandarkar
- c) Karan Johar
- d) None of these

(li) Match the names with the profession. Names: 1) Sabyasachi, 2) Vikrant Messi, 3) Milind Soman, 4) Durjoy Dutta / Profession: i) Author, ii) Designer, iii) Super model, iv) Actor.

- a) 1-i, 2-iii, 3-iv, 4-ii
- b) 1-iii, 2-iv, 3-I, 4-ii
- c) 1-ii, 2-iv, 3-iii, 4-i
- d) 1-iv, 2-ii, 3-iii, 4-I

(lii) Popular film '3 Idiots' is based on which novel of Chetan Bhagat?

- a) The 3 Mistakes of My Life
- b) Five Point Someone
- c) 2 states
- d) One Night @ the Call Center

(liii) Late actor Sushant Singh Rajput acted in a film which was based on novel written by Chetan Bhagat. What was the name of the film?

- a) Chhichhore
- b) Shuddh Desi Romance



c) Dil Bechara

d) Kai Po Che!

(liv) Which year the bollywood magazine Filmfare started?

a) 1951

b) 1952

c) 1953

d) 1954

(lv) Bengali magazines named Sananda and Anandaloke is a part of

a) ABP group

b) Times group

c) Pratidin

d) Bartaman

(lvi) Swarna Kamal prize winner Chidananda Dasgupta was a famous

a) Film critic

b) Actor

c) Journalist

d) All of these

(lvii) Identify the novel which is not written by the author Durjoy Dutta.

a) Of Course I Love you!

b) Wish I Could Tell You

c) One Arranged Murder

d) Pocketful Of Stories

(lviii) Who was the 1st host of India's 1st television talk show?

a) Javed Akhtar

b) Farooq Sheikh

c) Simi Garewal

d) Tabassum

(lix) Profile stories are basically

a) Hand news

b) Feature Stories

c) Cover Story

d) None of these

(lx) By 1920 how much space was allotted to Sports news?

a) 20%

b) 50%

c) 80%

d) 85%