



## BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021

Course Name – Sports and Entertainment Journalism

Course Code - BMSJS301

( Semester III )

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Barasat, Kolkata -700125

Full Marks : 60

Time : 2:30 Hours

[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 15=15

1. Choose the correct alternative from the following :

(i) Identify Virat Kohli's Twitter account

- |             |                  |
|-------------|------------------|
| a) iVkohli  | b) imVkohli      |
| c) virushka | d) vkohlicaptain |

(ii) Choose the one which is not a fashion magazine

- |            |                    |
|------------|--------------------|
| a) Vogue   | b) Marks & Spencer |
| c) Glamour | d) Harper's Bazar  |

(iii) Name the world's oldest sports magazine

- |                       |                  |
|-----------------------|------------------|
| a) Sports Illustrated | b) World Soccer  |
| c) Sports Weekly      | d) Sporting News |

(iv) Choose the skill an e-sports journalist does not need

- |                           |                          |
|---------------------------|--------------------------|
| a) proficiency in English | b) communication skill   |
| c) e-sports portfolio     | d) mathematical wizardry |

(v) Name the presenter who hosted world's first television talk show

- |                  |                |
|------------------|----------------|
| a) Oprah Winfrey | b) Lilly Singh |
| c) Joe Franklin  | d) Larry King  |

(vi) Associate the footballers with the countries they play for. Footballers: i. Cristiano Ronaldo ii. Neymar iii. Messi. iv. Mbapp Countries A. France B. Portugal C. Brazil D. Argentina

- |                          |                        |
|--------------------------|------------------------|
| a) i-B. ii-C.iii-D. iv-A | b) i-D ii-A iii-B iv-C |
| c) i-B. ii-C iii- A iv-D | d) i-A ii-B iii-C iv-D |

(vii) Direct leads are also called

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

(viii) Compare Brazil and France as FIFA men's World Cup champions

- a) Brazil has won the Cup five times, and France twice.
- b) Both countries have won once each in the 21st century
- c) Both a and b are correct
- d) Only a is correct, b is wrong
- (ix) The match report of an India-Pakistan hockey game is an example of
- a) Hard sports news
- b) Soft sports news
- c) Both a and b are correct
- d) Neither a, nor b is correct
- (x) 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
- (xi) Which types of interviews are the most straightforward one?
- a) On the record
- b) Off the record
- c) Background
- d) Meet & greet
- (xii) Today it is mandatory for all sports journalist to keep a tab on
- a) Social media
- b) Wikipedia
- c) Websites
- d) Radio shows
- (xiii) Delayed leads are good for stories that could
- a) Run immediately
- b) Run any time
- c) Run in advance
- d) None of these
- (xiv) India is taking on England on an underprepared dust-bowl of a pitch at the Eden Gardens. Assemble a suitable Indian bowling line-up for the Test match.
- a) Mohammad Shami, Jasprit Bumrah, Bhuvneshwar Kumar, Umesh Yadav
- b) Mohammad Shami, Jasprit Bumrah, Bhuvneshwar Kumar, Ravichandran Ashwin, Umesh Yadav
- c) Mohammad Shami, Jasprit Bumrah, Ravichandran Ashwin, Ravindra Jadeja, Axar Patel
- d) Both a and c are correct
- (xv) Match reports should have
- a) Key play moments
- b) Quotes from coach, players
- c) Numbers /statistics
- d) All of these

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the qualities that an arts journalist needs to possess (3)
3. You are planning to come up with your own newspaper. Give a brief preview of its proposed contents (3)
4. Write a brief review of a sports biopic that you have recently watched (3)
5. You are planning to come up with your own online sports magazine. Give a brief preview of its proposed contents which would enable it to grab eyeballs (3)
6. Compile your dream world soccer team comprising players who have plied their trade over the past ten years and briefly mention the logic for your selections (3)

OR

Write a brief review of a sports related movie you have watched recently limiting your discussion to the plot and the acting. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. IPL has brought in huge scope for the entertainment industry. Justify this statement (5)
8. Discuss the contribution of American fan magazines in popularising films. (5)

9. Sketch the profiles of India's individual gold medal winners at the Olympics. (5)
10. How has gamifying changed sports in post covid? (5)
11. Beyond the inclusion of a host, a guest(s), and a studio or call-in audience, talk shows have (5)  
specific attributes. Justify this statement.
12. Write down a sports news reporting (5)

OR

Recommend solutions to the twin problems of gender and racial discrimination in sports. (5)

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