



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Sc.(MSJ)-Hons-2023

Course Name – Lifestyle and Sports Journalism

Course Code - BMJ60118

(Semester VI)

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) Select the name the official who conceptualised the Indian Premier League.

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| a) Jagmohan Dalmiya | b) Sharad Pawar |
| c) Lallit Modi | d) None of the above |

(ii) Recall that the first newspaper did publish content related to sports.

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

(iii) Select a major sport widely covered in India.

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| a) Cricket | b) Football |
| c) Polo | d) Golf |

(iv) Recall the origin of sports journalism.

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| a) Print media | b) Social media |
| c) Radio | d) Advertising |

(v) Select a major sports governing body.

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| a) BCCI | b) AIFF |
| c) Fashion Council | d) Guild |

(vi) Identify the ideal role of lifestyle journalism.

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| a) Public awareness | b) Set trends |
| c) Influence | d) Product promotion |

(vii) Infer why lifestyle journalism is growing.

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| a) Digital media expansion | b) Print decline |
| c) Consumerism | d) New Trends |

(viii) Infer the impact of lifestyle journalism on brands.

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| a) Product visibility | b) Product purchase |
| c) Company promotion | d) Legal rulings |

(ix) Identify a lifestyle beat.

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| <p>a) Travel</p> <p>c) Crime</p> <p>(x) Infer the need for ethics in lifestyle reporting</p> <p>a) Avoid misinformation</p> <p>c) Create drama</p> <p>(xi) Identify a lifestyle journalism revenue source.</p> <p>a) Sponsored content</p> <p>c) Court fines</p> <p>(xii) Infer why ethics matter in sports journalism.</p> <p>a) Fair reporting</p> <p>c) Faster publishing</p> <p>(xiii) Infer lifestyle journalism's impact on consumers.</p> <p>a) Purchase decisions</p> <p>c) Sports coaching</p> <p>(xiv) Infer why lifestyle journalism uses visuals.</p> <p>a) Better engagement</p> <p>c) Less credibility</p> <p>(xv) Identify a key challenge in lifestyle journalism.</p> <p>a) Digital competition</p> <p>c) Legal protection</p> | <p>b) Politics</p> <p>d) Law</p> <p>b) Increase sales</p> <p>d) Promote celebrities</p> <p>b) Public funding</p> <p>d) Government grants</p> <p>b) More profit</p> <p>d) Higher entertainment</p> <p>b) Behaviour change</p> <p>d) Scientific innovation</p> <p>b) Lower accuracy</p> <p>d) Higher cost</p> <p>b) Print growth</p> <p>d) Sports funding</p> |
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Group-B

(Short Answer Type Questions)

3 x 5=15

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| 2. Classify the major roles of a sports journalist. | (3) |
| 3. Explain the scope of sports journalism in India. | (3) |
| 4. Build how lifestyle journalism can support sustainable living awareness. | (3) |
| 5. Develop how sports journalism can encourage youth motivation in India. | (3) |
| 6. Inspect the role of lifestyle journalism in shaping urban Indian lifestyles. | (3) |

OR

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| Distinguish between the roles of sports journalism and lifestyle journalism in India. | (3) |
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Group-C

(Long Answer Type Questions)

5 x 6=30

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| 7. Define ethics in sports journalism. | (5) |
| 8. Analyze the role of lifestyle journalism in shaping modern consumer culture. | (5) |
| 9. Assume how digital platforms have transformed lifestyle journalism. | (5) |
| 10. Classify the emerging trends in sports journalism. | (5) |
| 11. Define how lifestyle journalism can support women empowerment. | (5) |
| 12. Assess why transparency is vital in sponsored lifestyle content. | (5) |

OR

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| Compare responsible and sensational journalism practices. | (5) |
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