



MAASAI MARA UNIVERSITY
REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER
SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF ARTS IN
COMMUNICATION & PUBLIC RELATIONS
COURSE CODE: CMJ 3204-1
COURSE TITLE: SPORTS JOURNALISM

DATE: 26/4/ 2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

1. Answer questions one and any other two questions.

*This paper consists of **TWO** printed pages. Please turn over*

Question one (30 Marks)

- a) Write a profile of a sport person of your choice. (5 marks)
b) State and explain the Five Ws used in writing intros (5marks)
c) Discuss the following terms using relevant examples.

- Color piece
- Built up scene
- Cross-over piece
- Processing copy
- Peg

(5marks)

- d) State five importance of sports reporting. (5 marks)

(5marks)

- e) Using an example of your choice, state and explain the contents of a prospect. (5marks)

- f) Mention four roles of a sports journalist

(5marks)

Question Two

In reporting an international track and field meeting for radio, describe how you would prepare for the meeting .Give ten essential items.

(20marks)

Question Three

Assess the qualities you would be looking out for in good commentator.

(20marks)

Question Four

- a) Discuss five sources of news. (10marks)

- b) Explain the importance of sports news coverage.

(10marks)

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